

# VERTICALS EXPLAINED

Sales guide for dealers





# FEATURES AND BENEFITS

Vertical Blinds continue to provide the best value, are the perfect solution for small and large window or door openings while providing minimal stack back and maximum view through.

Hunter Douglas provides three custom vertical blind collections – a product for every consumer and a consumer for every product.

- Cadence® Soft Vertical Blinds
- Somner® Custom Vertical Blinds
- Vertical Solutions®

# WHAT TO EXPECT

## Cadence® Soft Vertical Blinds

This award winning collection combines the patented curved profile with the look and feel of fabric, providing a unique, soft dimensional look at the window.

9 styles in each louver type:

- Motif™: 34 color options in a unique formed fabric in a contoured louver shape.
- Impressions™: 19 color options in textured vinyl formed in a contoured louver shape.



# WHAT TO EXPECT

## Somner® Custom Vertical Blinds

The largest most innovative collection of fashion forward fabric, vinyl and aluminum styles on the market.

59 styles in 306 color choices:

- 174 fabric options
- 125 vinyl options
- 7 aluminum options



# WHAT TO EXPECT

## Vertical Solutions®

Competitively priced, this program features the latest designer looks in both vinyl and fabric styles.

19 styles in 85 color choices:

- 24 fabric options
- 61 vinyl options



# WHAT TO EXPECT

## Privacy Options

- Opacity ratings on vanes range from 1 (most light, least privacy) to 5 (least light, most privacy). See the Reference Guide under the General Information tab, Privacy and Light Control section for each style's opacity rating.
- Vanes rotate providing varying degrees of view-through and light control. Closed vanes provide the greatest level of privacy and light control, based on the style's opacity rating.
- Vanes overlap but don't provide a perfect seal. Light will seep in around the edges of the vanes and are most noticeable on PVC room-darkening or darker colored vanes.
- Fabric vanes inserted into PVC groovers increase privacy, light control, and help protect fabric from sun damage.



Opaque



Semi-Opaque



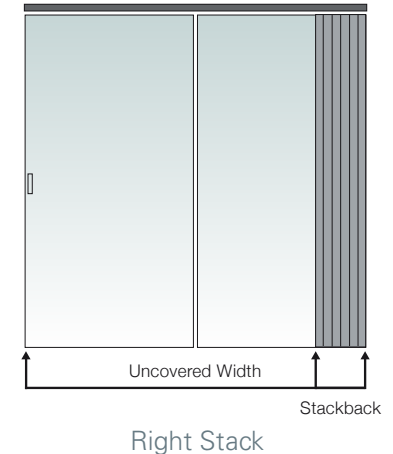
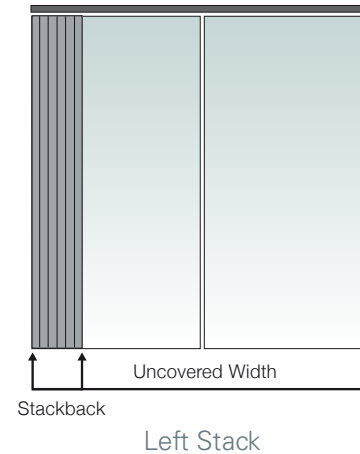
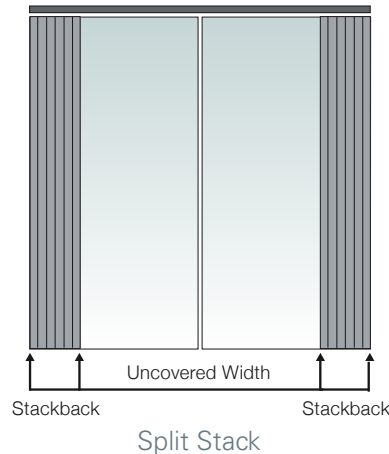
Semi-Sheer

# WHAT TO EXPECT

## Stacking - for ALL Vertical Products

Vertical blinds provide a minimal stack back with maximum view-through. Hunter Douglas Vertical Blinds can be ordered in the following stack options:

- Split Stack
- Left Stack
- Right Stack
- Center Stack
- Opposite Stack for Right and Left Stack only (control is opposite of stack side)



## Panel Orientation - for Cadence® Soft Vertical Blinds Only

The unique curved louver provides you with the ability to select the way light filters into your room.



Left Facing - Closed



Left Facing - Partial



Left Facing - Open



Right Facing - Closed



Right Facing - Partial



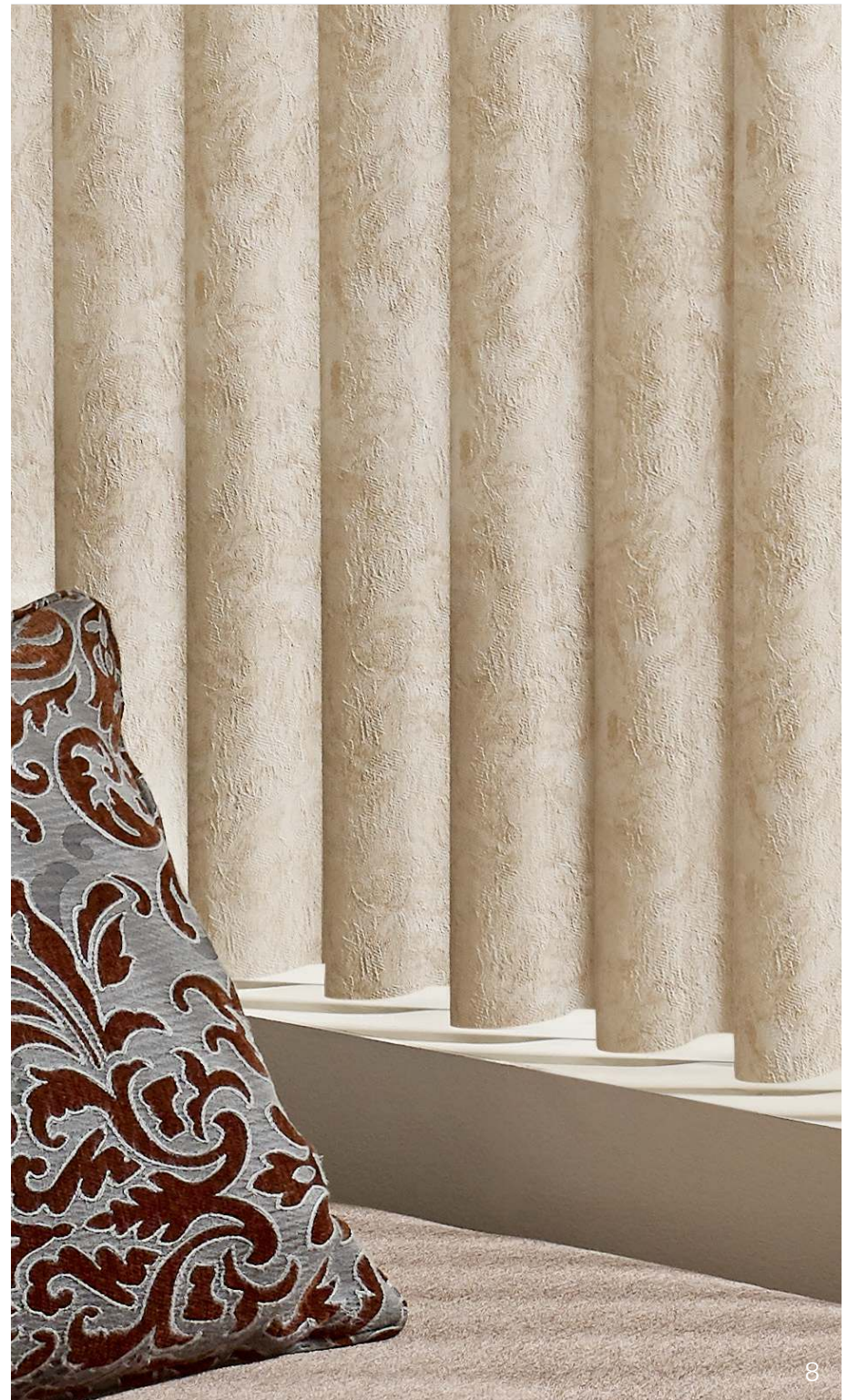
Right Facing - Open

# VERTICALS CHEAT SHEET

Vertical Blind Collections	Headrails	Control Options	Valances	Specialty Shapes	Motorization
Cadence® Soft Vertical Blinds	Standard: Paramount® Contoured Headrail	Standard: Cord and Wand  Optional (no charge): PermAssure® Safety Wand, Chain Tassel and Cord Tensioner	Standard: DualFold® Valance	Not Available	Not Available
Somner® Custom Vertical Blinds	Standard: Paramount® Contoured Headrail  Optional (no charge): PermAlign® Headrail	Standard: Cord and Wand  Optional (no charge): PermAssure® Safety Wand, Chain Tassel and Cord Tensioner	Standard: No Valance  Optional (surcharge): Dust Cover Valance	Yes, using the Specialty Systems Headrail	Motorized Tilt-Only available with PermAlign® Headrail  Motorized Full Tilt and Traverse available on Specialty Systems Headrail
Vertical Solutions® Vertical Blinds	Standard: PermaTrak® Headrail  Optional (surcharge): PermAlign® or Paramount® Headrail	Standard: Cord and Wand  Optional (no charge): PermAssure® Safety Wand, Chain Tassel and Cord Tensioner	Standard: No Valance  Optional (surcharge): Dust Cover Valance	Yes, using the Specialty Systems Headrail	Motorized Tilt-Only available with PermAlign® Headrail  Motorized Full Tilt and Traverse available on Specialty Systems Headrail

# PRODUCT CARE AND CLEANING

Fabrics will stay looking like new with periodic dusting or vaccuming. For vinyl or aluminum verticals, simply wipe with damp cloth or sponge.





# DEALER BENEFITS

Most extensive selection featuring:

- The patented curved profile of Cadence® Soft Vertical Blinds.
- Largest most comprehensive fabric collection on the market as well as distinctive vinyls and on-trend aluminums.
- Hunter Douglas proprietary operating systems.

Hunter Douglas Verticals offer a wide variety of styles and price points to fit the needs of every consumer.

