

1300 4 BLINDS

(1300 425 463)

Canvas Fabric Release: 'New Traditions'



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Video Highlights:

- 00:12 – Must be special to meet our guarantee standards
- 00:28 – Why have we introduced this new fabric?
- 01:00 – Wider fabric means less joins required
- 01:22 – Features of the 'New Traditions' canvas fabric
- 02:21 – All design consultants now carrying samples

Video Transcription

Hi I'm Jason from the company Blockout Blinds and today I'm going to talk to you about a new canvas fabric that we're releasing.

www.BlockoutBlinds.com.au

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00:12 – Must be special to meet our guarantee standards

So canvas fabrics, what are they for? Well they are for your outside awnings and we haven't added a new range to our selection for quite a while because it takes a certain type of fabric that needs to live up to our expectations for us to be able to offer our 10 year warranty.

00:28 – Why have we introduced this new fabric?

However, there is a fabric named 'New Traditions' by the company Wilson that we've decided to add to our range. Why are we adding it? Well this fabric comes in a selection of plain colours and there are two good things about that. The first one is that all the colours are designed to match up exactly with the colorbond colours. Now the colorbond colours are what we use for the hoods and they're also the same colours that you use for your gutters and downpipes. So now you can match them in.



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01:00 – Wider fabric means less joins required

There is another beauty of this fabric as well and that is this fabric comes in widths of 2.8 metres wide. Normal canvas comes in widths of 2.2 metres so this now means we can make the blind wider now before we have to join in the fabric. So we can avoid joins on more blinds now because we get that extra width.



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01:22 – Features of the ‘New Traditions’ canvas fabric

So what else does this fabric have?

- 2.8 metres wide
- Australian made
- Lead and PVC free
- Energy saving
- Mould, mildew and rot resistant
- Water resistant
- UV resistant
- Stain resistant
- Quality endorsed
- As I said it matches all the colorbond colours

If we take a look at the sample book here what they’ve done is they’ve outlined all the colour colours and they’ve listed the corresponding colour in this range. There is quite a few colours here, in fact enough that you’d be hard pressed not to find one that suited your needs.

02:21 – All design consultants now carrying samples

So there you have it, a new canvas fabric that we are running with now. All of our design consultants have it and it’s already selling really well and people are loving it. So if you’re interested in it give us a call and one of the team will come out and help you.