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Simon Meyer  
Blinds by Peter Meyer

# INSULATION AND INNOVATION



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Growth in pleated and honeycomb blind fabrics continues, driven by expanded colour and finish options, enhanced operation systems and consumers' continued focus on sustainability, writes Belinda Smart.

**S**IMON MEYER OF BLINDS BY PETER MEYER notes a number of new developments in the pleated and honeycomb blind fabrics category from the point of view of style and functionality.

"In terms of style and design, our XL50 pleat now comes in a range of six strong primary colours (with pearlescent back for heat reflection) plus translucent white, and also four natural look fabrics, with the natural fabrics available as rollers, romans and panels as well."

"In terms of functionality, top down or bottom up operation is key, with monocontrol and motorisation available on all XL50 pleat products."

Meanwhile 45mm cellular fabric is great for increased prevention of heat loss and gain, one of the main functionality advantages of the cellular products."



"The benefits of these developments to end users are clear; with the XL50 pleat the main benefit is advanced functionality; monocontrol means one simple loop cord for raising and lowering. With cellular fabrics insulation is important; air pockets prevent heat loss and gain; and the pearlised backing aids reflectivity and is as good as white or silver backing without being obvious."

Meyer adds that while pleated blinds have traditionally suffered from the issue of fabric sag, the XL50 pleat uses the patented Constant Pleat system, which remedies this problem for the life of the blinds.

Meyer predicts solid growth in this category due to increased environmental awareness and rising energy costs.

It's a view echoed by Australian Window Furnishings; increased environmental awareness and rising energy costs are influencing sales, confirms national marketing manager Jenny Brown.

"Sustainability is a buzzword right now, with consumers looking for energy efficient solutions for their home."

Luxaflex Window Fashions offers a comprehensive selection of fabrics, operating systems and colours in a honeycomb style product, in the form of the classic trademarked Duette Shades, as well as the innovative Duette Architella Shades, Brown confirms.

"Luxaflex Duette Shades feature a single cell which traps air, making these window fashions a great insulator. Duette Architella Shades, which are exclusive to Luxaflex Window Fashions, take insulation to a whole new level. The Architella Collection of Fabrics can reduce an average home's heating costs by up to 43 per cent, with their revolutionary design forming three distinct air pockets for increased insulation against heat and cold."

Late last year, Luxaflex Duette Shades were updated with the LiteRise Operating System, she confirms.

"With the LiteRise Operating System, the Duette Shade is simply raised or lowered with your hand on the bottom rail of the blind, which eliminates the need for cords, offering superior child safety. It also allows for complete control of light and privacy."

Luxaflex Duette Shades are also available in Vintage Fabric. With sustainability a key focus, Vintage Fabric uses 40 per cent recycled polyester fibres from post-consumer textiles and plastics.

"The urban, linear pattern of Vintage Fabric is available in a natural, earthen toned colour palette. This 20mm translucent fabric has a TruPleat Honeycomb Construction, meaning that this environmental fabric retains its crisp, honeycomb construction for longer and offers all the energy efficiency effects that Duette Shades are synonymous with."

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Jenny Brown  
Australian Window Furnishings

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