

Sunteca Reading Between The Blinds

July 2014

Elegance - Worth Doing, Worth Dulux... (with Sunteca)

Elegance has been one of the strongest selling blackout fabrics in roller and vertical blinds for the past decade. Now Elegance is being taken to the next level by partnering with Dulux to create the 'Elegance Dulux' range. Initially comprising of 8 colours, they will be coated using Dulux, 'Premium Paint Technology' and take on the exact colour palette of the Dulux interior paint range.

Imagine going to a builder, interior designer or retail customer and matching the blinds to what's on the walls? How easy would that make the selection process?

Very! The Dulux brand carries a significant amount of goodwill in the Australian market which can only assist you in making sales.

The initial colours being introduced are:

- *Vivid White*
- *Antique White USA*
- *Whisper White*
- *Natural White*
- *Quarter Hog Bristle*
- *Half Hog Bristle*
- *Hog Bristle*
- *Beige Royal*

Stock is now being held in both verticals and rollers and sample swatches will be sent out over the next week. Pricing will remain the same as the current Elegance range.

Dulux®



ROLLER BLIND PRICE REDUCTION

If you haven't heard the good news we have reduced the prices of all roller blinds from 5-30% across all our fabric ranges!

We have received very positive feedback from our customers as it's making them much more competitive at point of sale. If you haven't received the new price lists by email or post please contact the Sunteca office on 9455-1577 and we will get one sent out to you so you can take advantage of the new prices!

Internet Orders - Refined Production Times for Blinds

We've been taking an analytical view of our processes over the last three months and have found that due to the volume of orders we receive they tend to get caught up in the office for 24-36 hours in paperwork, 'churn.' So we've decided to take a different approach and take the office out of the equation completely! Next month we are implementing a new system whereby blind orders without special comments will hit our factory floor within an hour of you clicking the, 'Place Order,' button. The result will be improved despatch times for all your blinds.

Please note that orders with special comments will have to be quality checked by one of the office staff and therefore subject to normal production times. As we develop the system further we intend to expand it to include all product lines.

The above refinements to our internal IT systems highlight just some of the benefits of placing orders direct via the Internet. If you need help getting set up or would like some training please contact us today!

