

# LEVOLOR HOME FASHIONS

## The Spirit of Innovation

Levolor Home Fashions continues its leadership position in 1999 with the introduction of innovative new product categories, product line extensions, and updated designs and colors.

Building upon the award winning 1998 introduction of cordless technology in the Mark I metal horizontal blind, Levolor creates a new category of alternative window products with superior aesthetics, safety and function - now expanded into Designer Textures™ cellular shades and Light Master Wood™ blinds. From refined colors and rich fabrics to fashion able woods and finishes, Levolor's cordless products exemplify the stylish look consumers are demanding.

Levolor moves into soft window treatments with the introduction of Sheer Essence™ soft horizontal shades and Perceptions™ soft vertical blinds, further solidifying the company's commitment to product innovation and excellence. While Perceptions combines window-framing beauty of a drape with the functionality of a vertical blind, Sheer Essence unites transparent light-filtering knits and soft center vanes for soothing natural light or full privacy.

Product assortments have been updated to reflect current design and color trends in home fashion. As consumers are looking for ways to make the home environment a perfect retreat from today's hectic lifestyles, Levolor is providing the solutions.

### ***Cordless - Designer Textures™ shades***

Flawless simplicity. Peace of mind. These are the benefits of Levolor's Cordless - Designer Textures cellular shades. This new product features Levolor's award winning cordless technology for those who appreciate clean, smooth lines and ease of operation. Concerned parents and pet owners will also take comfort in the product's safety.

The Cordless - Designer Textures cellular shades are the ideal choice for the customer who desires optimum privacy, light control, and style. Through innovative technology, this product eliminates the use of cords, providing absolute safety for children and pets. Contemporary, color-coordinated hardware and continuous woven fabric complete the consistent veil of color. One gentle touch is all that is needed to raise and lower the shades.

Levolor's Designer Textures fabrics offer worry-free maintenance and sophisticated design solutions for any decorating style. Deep, rich hues, warm neutrals, calming earth tones and lively pastels make up the refined color palette. A neutral backing provides a consistent look from the outside. Cordless - Designer Textures cellular shades build on Levolor's award winning technology, which is setting the pace in product safety, style and innovation.

### ***Cordless - Light Blocking Wood™ blinds***

Nature created the resource and Levolor created the blind! With its Cordless - Light Master Wood blinds, Levolor brings the consumer an array of choices from the lustrous elegance of traditional stain finishes to a wide selection of today's most popular points.

This new product features technology from the award winning Levolor Cordless - Metal Blind™, which was the recipient of two industry awards in 1998; the Window Covering Manufacturers Association (WCMA) Safety Innovation of the Year Award and the Best of NeoCon Gold Award for Architectural Products and Finishes.

And, by eliminating holes in individual wood slats, the Cordless - Light Master Wood blinds from Levolor provide complete darkness. Levolor's cordless technology creates wood blinds that can be raised and lowered with only a touch.

Nothing beats wood for adding warmth to a home.

### ***Perceptions™ Soft Vertical Blinds***

Once in a while we find a product that completely transforms a room. Not dramatically, but subtly. Enter Perceptions, Levolor's new soft vertical blind. Luminous, sheer fabrics gently filter light to create a soft, warm glow at the window. Privacy vanes are hidden from view and can be tilted closed for full privacy. The result is an incredibly beautiful drapery with the added function of light control.

Adding to the line's innovation and appeal is the unique Back-Tracker™ mechanism, which ensures that the drapery panels are always stacked at the sides, not in the middle. This unique feature provides an unobstructed view into a courtyard or garden, virtually bringing the outdoors in.

By mixing fashion with function, Perceptions soft vertical blinds offers complete privacy and light control while complementing any decorating style.

### ***Sheer Essence™ soft horizontal shades***

The single most important function of a room is to allow us to cast off the stresses of every day life and seek comfort in a soothing, quiet surrounding. Often, the benefit of soft light is overlooked in creating an atmosphere free of harsh colors, textures, and lines. A light-filtering window treatment can simply transform a room into a private, relaxed haven.

Levolor introduces Sheer Essence soft horizontal shades, a new, function alternative to drapery sheers for the window. Combining durability with soft light-filtering fabrics in a palette of refined color choices, Sheer Essence will enhance the beauty of every room. When the center vanes are open, natural light filters through two layers of sheer facings. These soft knit fabrics are offered in distinctive neutrals and soft pastels designed to complement any decor.

Adding to the unique design features of the soft horizontal shades is a contoured headrail made from aluminum. Its sleek design, durability, and color coordination take window decor to a new level. Fashion and function, as well as quality, safety, and complete customer satisfaction are at the core of every Levolor product.