

## Kirsch Tension Rods

### Consumer Insight

Consumers want to reduce the permanence attached to window coverings to keep up with their fashion preference.

### Our Solution

- No Tools™ design for easy installation without drilling holes
- Ideal for kitchen, bathroom, kids' room and other small windows
- Use to mount draperies inside the window frames
- Available in various lengths (page 52 of Kirsch Price List)



Source: L/K Synectics Consumer Insight Study, July 2007



### FEATURED DISTRIBUTOR Habitat for Humanity

*"Show Me St. Louis" recently featured Kirsch Hardware in St. Louis on "AT HOME's Habitat for Humanity Community Project!"*

### Wanting to create the look of an Estate Double Rod?

Here's how:

- Use the double wall base #94125
- Attach ceiling bracket #94130 to support clip #1797
- Then attach the above to #94125

*Note: There is some adjustment in the long slots in #94125, so adjust accordingly.*

Mayflower Textiles has been proudly serving designers, workrooms, and the home decorating industry for over 60 years.

To see Kirsch products in our showroom or your office/studio, contact Kelly Reardon, your sales rep., (at ext. 101) to set up an appointment.

For all other needs, our qualified customer service team will be happy to assist you.



# KIRSCH COMMUNIQUE

SERVING THE DESIGN COMMUNITY  
SINCE 1907

Third Trimester 2009 A Trimester Publication for Kirsch Window Fashions

## Get Inspired!

Be inspired to transform your window décor. From classic to contemporary and everywhere in between, Kirsch Custom Blinds and Shades are offered in a variety of colors, styles and textures to complement any style preference or need. Not only can blinds and shades beautify a home's interior, they provide insulation, privacy, and can prevent the sun's harmful rays from harming valuables. You can trust Kirsch to add the finishing touch to any home.

### CELLULAR SHADES

Kirsch Cellular Shades are the perfect solution for sleepless nights by providing fabrics that block out 99% of light. Paired with options such as Cordless Top Down/Bottom Up or Day/Night you can always achieve your desired privacy level.

### ROMAN SHADES

A beautifully crafted work of art, Roman Shades blend fabric for the timeless silhouette of drapery with the superb performance of a shade.

### WOVEN WOOD SHADES

Kirsch's Woven Wood Shades offer exclusive fabrics blended with natural elements and soft materials such as jute, bamboo, reeds, grasses and other textiles creating a style that is as authentic as you.

### PANELTRAC®

PanelTrak is a versatile, unique window covering consisting of sliding fabric panels. With its clean, simple lines, it works great as a stylish solution for a large window, sliding doors or as a room divider.

### ROLLER SHADES

Roller Shades, a staple to any well rounded window offer a contemporary yet classic style. Fabrics and screens from sheer to light-blocking offer a wide range of light and privacy control options.

### REAL WOOD BLINDS

Real Wood Blinds warm your home with authentic high-quality wood grains. Available in three slat sizes, finishes are hand-selected to coordinate with your existing furniture, flooring and cabinets.

### FAUX WOOD BLINDS

With the look of real wood, Faux wood blinds are constructed of materials that are incredibly durable while conveying the texture, grain, and appearance of real wood.

### AMBIANCE SOFT VERTICAL SHADES

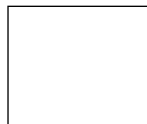
With soft, flowing fabric, Soft Vertical Shades look like draperies but act like vertical blinds. These elegantly styled shades function as a light-filtering drapery, room darkening blind and decorative wood valance all in one.

### VERTICAL BLINDS

Vertical Blinds bring an upscale look to windows while adding privacy and blocking glare and bright light.



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## FEATURED TRIMESTER PROMOTION

SEPTEMBER 1 - DECEMBER 31, 2009



Upgrade your standard shade or blind:

Standard Shade Upgrade to Cordless on Cellular shades (Excludes Top Down/Bottom Up Cordless)	<b>\$10</b>	Privacy Upgrade on wood blinds	<b>FREE!</b>
Top Down/Bottom Up Shade Upgrade to Cordless on Cellular Shades	<b>\$20</b>	Estate Valance Upgrade on Soft Vertical Shades	<b>\$35</b>



# October is National Safety Month

Many of today's homeowners don't think about the potential hazards in their home. October is National Window Covering Safety Month, which is an excellent time to alert consumers to potential dangers around their house and offer solutions to keep their families safe.

Kirsch® Window Fashions, the most recognized brand in the window décor industry, understands the importance of window covering safety. Kirsch would like to provide you with window covering precautions that will ensure your readers create a safe environment for children.

## 10 Safety Tips

1. All furniture (including cribs and beds) and toys should be away from windows.
2. Consider installing cordless window treatments in bedrooms, family rooms and play areas.
3. Keep cribs away from corded blinds and draperies.
4. Lock all window covering cords into position.
5. Hang your blind's cords on a hook out of the child's reach.
6. Ensure tasseled pull cords are short and out of a child's reach.
7. Be sure continuous cord loops have tie down devices attached to walls.
8. Cut the loops of a blind's lift cord and replace with safety tassels.
9. Secure continuous-loop cords to the floor or wall and accurately install and adjust inner lift cords to limit movement.
10. Owners and renters should replace all window coverings in the home made before 2001 with today's safer products, or call the Window Coverings Safety Council at 800-506-4636 for a free cord upgrade kit to retrofit their cords.



CELLULAR SHADES CORDLESS UPGRADE ON PROMO

**Featured here:**  
Kirsch® Cellular Shades Mosaic 7/16" Collection in Blue Slate with Cordless Lift System and Top Down/Bottom Up options.

## Continuous Product Improvements

### Woven Woods

- Double-sided tape being used to attach liners, eliminating the gluing process
- New technology has allowed us to better manufacture our edge-binding providing a much smoother feature.

### Cellular and Roman Shades

- Redesigned the "Placement of Weights" in our Cellular Shades so that they can be removed without affecting the finished products functionality.
- A new process in cord application ensures a more secure cord and preventing breakage in the future.
- Redesigned the "Security of the Bottom-Hobble Cord" to our Roman Shades ensuring evenness.
- Limited our "Panel Sizes" on our Roman Shades ensuring consistent panels.

**LOOK FOR THE NEW KIRSCH WEB SITE LAUNCHING THIS FALL.**



Watch for the *Coastal Living* Magazine Idea House in Seawatch, NC, featuring Woven Wood Shades. the house opens Sept. 3, 2009, and the issue is on stands November 2009. To learn more, visit [www.seawatchideahouse.com](http://www.seawatchideahouse.com).

# This Year's Winners of the Window Fashions Vision Design Competition

Congratulations to all the below Vision Design Competition winners. The winning designs listed below incorporated Kirsch products:

**ENVISION DESIGN, COMMERCIAL TREATMENTS, 1ST PLACE**  
Judy Ciaciura, DJ's Draperies & Interior Design, [judy@djsdraperies.com](mailto:judy@djsdraperies.com) (Hardware: Kirsch Architrac)

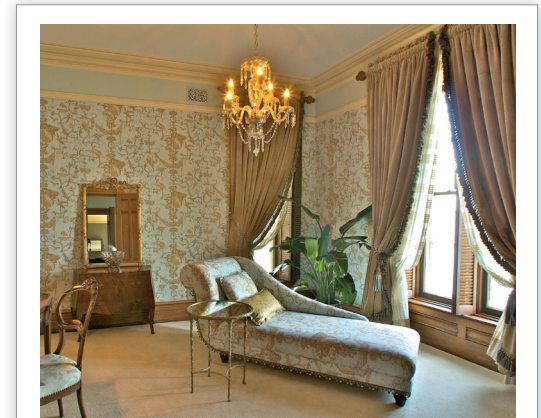
**ENVISION DESIGN, CURTAINS & DRAPERIES, 2ND PLACE TIE**  
Barbara Tabak, Interiors by Decorating Den, [btabak@decoratingden.com](mailto:btabak@decoratingden.com) (Raven Kirsch, Mix and Match Leather Cube Finial, Wood Trend 1 3/8 Fluted Pole; Brackets 73284-006, 5600-4G-059, 5603EG-059)

**ENVISION DESIGN, TOP TREATMENTS, 2ND PLACE**  
Debra Knox, Fabric Accents Design, [JKnox82@aol.com](mailto:JKnox82@aol.com) (Drapery hardware: Kirsch)

**INGENUITY WORKROOM, WORKROOM OF THE YEAR, SPECIALTY WINDOW FASHIONS, 1ST PLACE**  
Karen Barnes, The Elegant Window, [karen@elegantwindow.com](mailto:karen@elegantwindow.com) (Traverse Rod: Kirsch 3026)

**INGENUITY WORKROOM, COMBINATION TREATMENTS, 1ST PLACE**  
Catherine and Mark Schulz, Silk Mountain Creations Inc., [schulz969@sbcglobal.net](mailto:schulz969@sbcglobal.net) (Drapery Hardware: Kirsch Ripplefold)

**INGENUITY WORKROOM, SPECIALTY WINDOW FASHIONS, 2ND PLACE**  
Maureen Eason, Maureen Eason Designs, [mosew55@comcast.net](mailto:mosew55@comcast.net) (Curtain Rods: Kirsch)



**ENVISION DESIGN, WHOLE-ROOM INTEGRATION, 1ST PLACE**  
Susan Ashley, Ashley Interiors, [ashleyinteriors@yahoo.ca](mailto:ashleyinteriors@yahoo.ca) (Hardware: Kirsch, Buckingham Collection, Distressed Oak, #744)

**NEW IN 2010**  
BE WATCHING FOR AN UPDATE TO THE WOOD TRENDS COLLECTION COMING IN 2010.

## News Brief



Buckingham is featured in the May/June & July/August issues of *Visions Magazine*

An email blast in regards to the Buckingham program will also be sent to those individuals who are subscribers to Vision's email list later in the year.



## TRADITIONAL HOME

Kirsch Drapery Hardware appeared in the July 2009 issue of Traditional Home Magazine.



Be sure to order your assembled Kirsch Drapery Hardware Collateral Binder (includes ALL swatch cards & brochures). Order yours today, Part #F0240019, \$120

Limited Quantities Available.



Watch for the *Coastal Living* Magazine Idea House in Seawatch, NC, Featuring Wrought Iron Drapery Hardware. The house opens Sept. 3, 2009, and the issue is on stands November 2009. To learn more, visit [www.seawatchideahouse.com](http://www.seawatchideahouse.com).



Kirsch Black Wrought Iron Drapery Rod Appeared in the April 2009 Issue of *Southern Living* Magazine As A Style Secret.

