

# Sunteca

# 2018

## Reading Between The Blinds

### Happy New Year

The Sunteca Team wishes you a very Happy New Year and we sincerely trust 2018 is a great year for you, your staff and your families.

Many of you have hit the ground running after the break which has resulted in excellent orders for which we thank you very much. Others have used the period to catch up on their holidays and are only now gearing up for what is the hottest three months of the year. We are striving to ensure we can back you up wherever we can and we are mindful that we are only as good as our last order so it is an ongoing hands on process. We therefore look for your constructive comments and feedback whenever it is offered.

### New Products, Innovations and Pricing Released October 2017

The new releases as outlined in our October Newsletter have been a terrific success with many of our customers benefiting from what they can now offer to their clients. Listed below is a summary of the key points and products.

- Top Gear Roller Blind Clutch System.
- Affinity Australian made Block Out Fabric, (Group 1).
- Solarscape Screen Fabric, (Group 1).
- Veri Shades – The Clever Curtain.
- Fabric Group Price Reductions on numerous ranges.
- Introduction of exclusive Roller Blind fabric ranges.
- Alpha Motors – New in-built lithium battery rechargeable motor.

#### Veri Shades – The Clever Curtain

This new addition has definitely exceeded our expectations for which we thank you. A large number of customers have invested in Veri Shades and are presenting this innovative product in their showrooms and in the home. It's definitely a product that needs to be shown. You cannot simply rely on the swatch. The Uniqueness, Elegance, Features and Benefits cannot be matched by any other product we know of. There is also the YouTube video, (see the link on the Veri Shades photo), which is a very useful sales aid for both your showrooms and for use in the clients' homes.

The product offers you excellent margins. When presenting the product you do not even mention the word vertical, you focus on it being a beautiful elegant curtain.

#### Honeycombs

A fashion product that is an investment as the outlay is recouped with savings on air conditioning costs. Cools the home in summer, retains the heat in winter plus many other benefits. Easy to install and operate plus you enjoy increased earnings. As with Veri Shades, do not wait for a client to ask for the product, present it as part of your window covering solutions package which allows your client to fully consider all options.

Affinity  
Blockout  
Proudly Australian  
Made

Veri  
SHADES®  
The Clever Curtain

[Click here to view  
Veri Shades YouTube video](#)

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