



ALTA
WINDOW FASHIONS
design simplified

WHY CHOOSE OUR HONEYCOMB SHADES?

Energy efficiency is the name of the game. But our honeycomb shades offer so much more. Our easy-care fabrics in over 200 selections, and our full range of control options, many Certified Best for Kids, offer you one-stop-shopping for designer style with versatile light/privacy control.

Here are the three top reasons to choose Alta Honeycomb Shades.

HONEYCOMB SHADES

1. DISTINCTIVE COLLECTIONS

Honeycomb Shades boast a wide assortment of spun bond solids, textured prints, linen looks and fire-retardant fabrics.

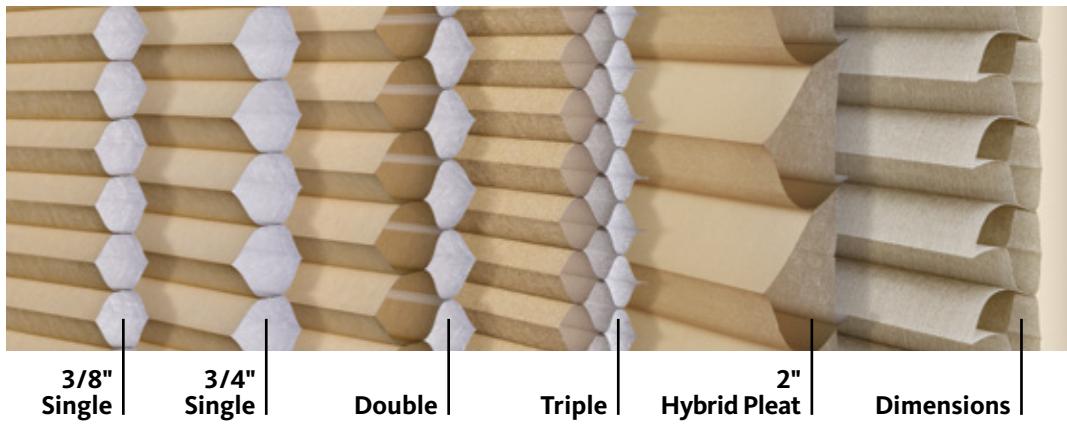
Hybrid Pleat Shades, with an impressive 2" pleat size, make a bold statement on large expanses of glass and sliding doors.

Linen Allure™ is a luxurious fabric collection with a rich linen appearance. It features elegant textures in a sophisticated neutral palette and is available in 3/4" single cell, 2" Hybrid Pleat and Dimensions.

Dimensions™, with its unique cascading profile, combines high style with high performance — the added “dimension” provides a dramatic filter of light.

2. FULL RANGE OF CELL SIZES

We offer a cell style for virtually every application — from added energy efficiency to extra-large windows to dimensional flair.



3. NOTEWORTHY INNOVATIONS

Cordless Lift & Lock™ offers cordless operation with a simple push of a bottomrail button.

TriLight Shades® continue their reign as a leader in versatile light and privacy control with the added benefits of UV protection and additional daytime privacy.



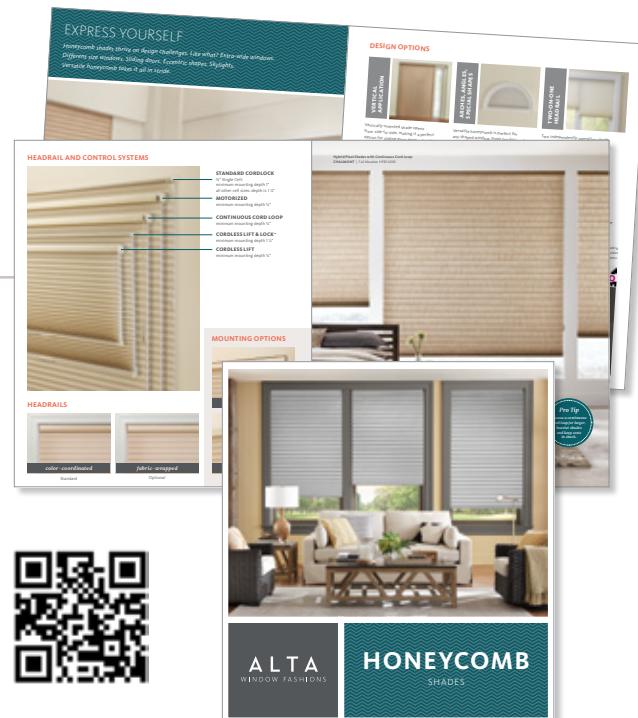
SAMPLE BOOK

- Clean, high-style design helps build customer confidence in brand
- Soft, easy-carry handles



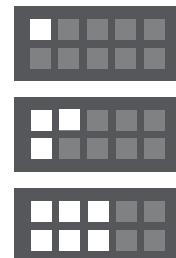
PHOTO BOOK

- On-trend inspirational photos with quick-reference identification
- Headrail and control option photos with Certified Best for Kids products identified
- QR codes transport you to control option demonstration videos
- At-a-glance summary chart for easy product reference



FABRIC DECKS

- Feature control and design options chart for quick reference
- Pricing icons are an easy price gauge without referring to your pricing information in front of the customer



RAIL COORDINATION CHART

- Guide with actual color chips allows customer to view rail and fabric coordination



KEY TAKE AWAYS for Alta Honeycomb Shades

1. **Distinctive Collections** with extensive fabric and color choices — over 200 SKUs — with Linen Allure at the height of style
2. **Full Range of Cell Styles**, including proprietary 2" Hybrid Pleat and Dimensions
3. **Noteworthy Innovations** such as TriLight Shades and Cordless Lift & Lock
4. **Broad Selection of Control and Design Options** for total customization
5. **Certified Best for Kids Options** to help ensure safety in homes with small children and pets

