

## NEw Line from Hunter Douglas

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We have just added the new cellular Applause fabric line Sunterra blackout to our website. Hunter Douglas added last year the new Sunterra light filtering collection to the Applause window shades offering which has now become its best selling product in this category. The Sunterra collection comes in the pleat size and sets itself apart through richer color tones. All 12 colors are earth or nature inspired. Prior to May 2009 the light filtering Sunterra fabric was priced the same as the Legends and Casuelle light filtering fabric line. Since then, Hunter Douglas has given even higher incentives to buy this product by pricing it 15% lower than the Legends and Casuelle fabrics

Every year around May Hunter Douglas has their yearly pricing increase. But this year, due to the economy and the difficulties in the housing market, pricing has remained the same and some products have even enjoyed a pricing decrease. Sunterra was part of this pricing decrease.

Now, this popular product has been made available in blackout. The exact same beautiful, nature inspired colors have been created with foil technology as a lining on the inside of every cell, providing a blackout product that can be used in every bedroom or any room where complete light control is desired. Also the blackout Sunterra material is priced 15% lower than the Legends and Casuelle blackout material. It is available with all popular features like the top down / bottom up or cordless lifting system as well as motorized.

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