



2007 looking great!

With a brand new look for all of our brochures, fabric samples and website we have begun the year in a big way. Add to that brand new ranges of fashion fabrics and we have plenty to offer our customers in the months... and years, ahead.

Our new marketing material is perhaps our biggest news as we embrace a new concept that we call "Creating the Fifth Season®". It sums up our ability to provide quality all-embracing Window Covering options for environments that transcend all seasons.

Our range will continue to expand over the coming year with products to help you grow your business.

The substantial efforts we put into offering you the latest in product trends and innovative ways for you to sell them, have converted into significantly increased national and international business relationships.



The trend of bigger windows that we have seen here in Australia has broadened to become a worldwide phenomenon, which has positioned us well to increase our export market, some under exclusive arrangements, to countries on most continents.

The directors of Bricos have literally grown up in the industry.

David Symons and brother-in-law Nick Bippus were schooled by a master of the trade – Brian Symons.

Today, with the benefit of lessons learned over more than thirty years with Brian at the helm, David and Nick, offer the next generation of leadership, capable of blending knowledge and indeed the values of this industry with new-age and progressive thinking and management practices.

The Bricos Group is growing from strength to strength and we are sharing the benefits with our customers.

In this edition, we explain the significant advantages of using our in-house Skins cutting services, and we also talk about our "exclusive" ranges and how these will set you apart from your competitors.

Then there are the new ranges... fabulous colours, sensational textures, exquisite quality!

Yes, 2007 is definitely looking great!

WELCOME



As this is our first newsletter for 2007, may I wish you a belated Happy New Year!

The start of a year is always significant.

It's a time to reflect on the previous 12 months to capitalise on positives and to work just a little harder on the things that presented challenges.

It's also a time of much excitement as we look forward. As you will see in this edition, 2007 marks the beginning of a new era for us.

Already we've launched new marketing material and new Blind Fabric ranges as well.

In the past two years, we have moved more and more towards business on a global scale. Our international supplier connections have expanded as have our export customers.

Doing business at this level provides enormous benefits as we are quite literally exposed to the world of fabric fashion and design influences. We also have access to the latest information for quality control and manufacturing processes which impacts on our purchasing decisions.

Our learning curve is continuous and we feel fortunate that we are in a position where we may bring our range of fantastic products, new ideas and details of emerging trends home to share with you.

With all of this in mind you'll be pleased to know that we are carefully blending the drive required to remain competitive with maintaining fundamental business and customer service values.

One thing that remains and is never likely to go out of fashion is our commitment to providing quality products, friendly professionalism and services that deliver as promised.

Sincerely

Nick Bippus
Director - Sales and Marketing

It's all about YOU...

With seven months in the making, it has now all come together!

They're contemporary, stylish...elegant. And we are very proud of our newly designed brochures, library of product samples and other marketing resources.

Our underlying motivation throughout this whole process was to provide you with the tools needed to make the selection process easier for your customers.

We wish to thank the many customers who have

assisted by providing feedback and for making the beautiful locations available for our photographic shoots.



New! | www.bricosgroup.com.au

If you haven't visited our website for a while, it's time to take another look.

We have completely refurbished our website to provide you with an online resource centre that will allow you to research product and new ideas, information for training your staff, educating your customers and enhancing

your own product knowledge.

Among the many web facilities now available is the opportunity to download data sheets and brochures at any time. (We asked a test group of customers to preview our website, and this was a feature that they particularly liked.)

There's also a brand new photo gallery of professional images which may help your customers to visualise, rather than imagine, how different types of Fabrics and Blinds will appear in their home.

It's fast, user-friendly, simple to navigate and overflowing with images and worthwhile information.

How to Add Even More Flair to your Windows!

Layering your Window Coverings has never looked better or been easier, and it's all thanks to the dual Roller Blind bracket.

A dual Roller Blind bracket is a component capable of neatly rolling two Blinds in the one Window Covering... and, it's creating a whole new opportunity for fantastic designer styling for homes, apartments and commercial offices.

When working with a dual

bracket, the options are endless.

A stunning tone-on-tone effect is easily achieved when you team up Blinds of a similar colour but which have different finishes. For example, consider **Sienna Blockout Linen**, a generously textured Blockout Blind Fabric on the Roller nearest the window and as the face fabric, **Screen Optic in White/Linen**, which is a smoother weave and offers Translucent appeal for daytime visibility, light

control and privacy.

For a complementary effect but with a subtle texture, try **Decosuede Natural** and our newly released **Metro Translucent in Vanilla**. (See page 4 for more about our new Metro fabrics.)

To mix colour with texture try **Metro Blockout Cinnamon** or **Espresso** combined with **Kiribati Maui** as the Translucent... Sensational!

And, for something more daring, look to solid colours – we're sure you will agree that there are some fantastic colours now available which complement each other when used in combination.

For referral to companies with dual Roller Blind bracket systems please contact our Customer Service department for more information.



Photo provided courtesy



No need to be nervous

For many people, without the right equipment, cutting an expensive piece of fabric can only be described as nerve racking.



Allow Vision Shades to take the worry out of this important aspect of your manufacturing process. To break the tension may we introduce our **Cut to Measure Skins Service**.

Substantial growth in our Skins service during 2006 ensured our commitment to install the latest in-house cutting table.

The automated pressure cutting machine by Raytech Solutions has been custom-designed to suit the specific needs of our customers.

With capability for producing around 100 Skins per average eight hour shift, we are able to maintain constant production of perfectly square, crisp edges on each and every fabric skin produced.

This table is state-of-the-art.

With back lighting facilities for checking fabric quality and cutting options at both ends of the table, it has been designed to handle expansion in this part of our business.

Demand is high for our Skins service and this in itself is testimony to the quality we are producing. As one of our customers said recently "It's all about efficiency, time and money", we couldn't agree more.

- No risk of error;
- No need to warehouse what can be bulky fabric rolls
- Speeding up your production line, and
- No fingernails bitten down to the quick!

To find out more about our **3 Day Skins Service**, please visit our new website – www.bricosgroup.com.au or contact your Bricos Sales Representative.

On Show in 2007 ...And You're Invited

Blind Expo 2007 - It's bigger and better than ever before.

The 2007 Blind Expo is on again at the Royal Pines Resort on the Gold Coast from Wednesday 25th to Friday 27th July, 2007. Please make a note in your diary.

We've been strong supporters of the Blind

Manufacturers Association of Australia's Blind Expo which showcases Blind Fabrics and accessories from around the country and around the globe. Again this year, the expo will attract visitors from every corner of Australia and from overseas.

This year we have doubled our exhibition floor space

and we look forward to seeing you at our Vision Shades stand (39, 40 and 41) in the central Monarch Exhibition Hall.



Discontinued

While we have deleted the following from our "Art for Windows" range, please note that we have retained Premium Twill Black Uncoated 150cm in our line up of products.

Deleted:

Premium Twill Black Commercial Blockout 150cm;

Premium Twill Black Commercial Blockout Fire Retardant 150cm;

Premium Twill Black White Suede Blockout 150cm;

Premium Twill Black White Suede Blockout Fire Retarded 150cm;

NEW For AUTUMN RELEASE

Metro Blind Fabric Collection - Expands



We introduced you to our Metro Project collection this time last year, which has been specially designed for external aesthetics in commercial applications. Now we'd like to introduce you to the rest of the family.

With its traditional dark grey backing (and the Black on Black version), the Metro Project collection provides commercial operators and developers with the opportunity to offer uniformity from outside, but which presented beautifully inside too. Colours available are White, Ivory and Cappuccino.

Rhode Island - Elegantly Stylish

It's a Rolls Royce product that simply exudes quality in ten elegantly stylish colours presenting with a very subtle Morey-effect finish.

Rhode Island is a

As is the case with many commercial quality products, it's not long before the mainstream public recognises the benefits.

This is exactly the case for the Metro Collection which now offers an extensive new Translucent and Blockout range, suitable for residential applications.

With the addition of another eleven colours including four Translucent and seven Blockouts for residential applications, we're sure you will agree that the Metro and Metro Project range is comprehensive and very classy:

substantial fabric...weighty with an extremely consistent anti-fray weave.

Perfect for Roller, Roman and Panel Glide Blinds you can see the quality at a glance and immediately feel

Metro Translucent

Metro 230 Iceberg
Metro 230 Vanilla
Metro 230 Latte
Metro 230 Creamy

Metro Blockout

Metro 250 Iceberg
Metro 250 Vanilla
Metro 230 Latte
Metro 230 Cinnamon
Metro 230 Espresso
Metro 230 Chai
Metro 230 Short Black

Metro Project

Metro Project White
Metro Project Ivory
Metro Project Cappuccino
Metro Project Black on Black

the difference.

Key features include a Blockout flock coating, a generous 245cm width and mildew resistance.

Rhode Island is...simply the best you can buy!

Exclusive

to Bricos
Exclusive
to You!



"Exclusivity" - It rolls off the tongue more easily than it should, and we often underestimate the benefits of it.

The Bricos Group has exclusive rights to numerous ranges, which means that unless you are a Bricos customer, you simply do not have access to these quality products:

For you, exclusivity means just that. Your competitors will be unable to compare "apples with apples" or match the quality.

For your customers it means that they have access to something not otherwise available. In a population of house-proud consumers, having something different, better ... exclusive, has value!



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JUST LININGS

Art for
WINDOWS

Vision
SHADES

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