

predictions come true

For the past five years it's been Blinds, Blinds and more Blinds.

And, while the Blind fabric range is fantastic and continues to grow from strength to strength, it may be time to brush up your Linings and Drapes knowledge as we have clear evidence that last year's predictions at Designex for a resurgence in Curtains, is happening.

Over the past six months, our own sales have indicated that there has indeed been a significant upswing in Curtain sales which is evident in the strong growth of our Just Linings and Art For Windows ranges. (Interestingly, there has also been an increase in Bump Interlining demand, but more about that later.)

Adding further weight to the trend, Interior Designers from coast to coast are telling us that design is in "transition" and Soft Furnishings on windows are pivotal to the changes taking place.

That is, while the minimalist style continues, it is softer. The previous strong lines are now slightly blurred with beautiful fabrics which are taking the hard edges off the design.

If it's been a little while since you've worked with Curtains,

there are a few things you will need to know, especially about Curtain Lining.

Curtain Lining is very necessary for the overall presentation of Window Coverings and for protection of both the face fabric and a room filled with beautiful Furnishings.

The importance of Curtain Lining is frequently underestimated.

It's a little like carpet underlay. Visually it has no wow factor, but it is a necessary foundation that protects and presents its decorative top layer.

Linings enhance Curtain installations. They add weight to luxurious face fabrics that may otherwise be, for want of a better word, flimsy or fly-away and for heavier fabrics, prevent the structure of flowing folds from collapsing.

They also protect face fabrics from UV damage. In fact, Curtains, and more specifically, Curtain Linings offer a level of protection to your entire room of Furnishings, providing a UV barrier between the sun and carpet, upholstery and Soft Furnishings. (Read more about our UPF Rating on Curtain Linings on page 4).

Then there is the insulation factor. In winter, Curtain Linings provide an additional layer on the window that

traps heat inside a room. Conversely in summer, the Lining provides a physical barrier that prevents or reduces the sun and heat from entering a room in the first place.

internal/external uniformity to the window, while your client 'saves-up' for their decorative face fabric.

Even acrylic backed fabrics present better with Curtain Lining and in doing so, add



Curtain Lining enhances the presentation of beautiful face fabrics including this beautiful Gardisette fabric which is one of 120 glorious fabrics distributed exclusively in Australia by The Bricos Group.

Depending on the type of Curtain Lining chosen, it is also possible to control light to provide total block-out or a gently filtered natural light.

Curtain Lining is flexible – the simple presentation of Lining allows budget conscious clients to install Window Coverings in stages. That is, the Lining may be installed immediately creating privacy and

additional insulation.

Please find enclosed your free copy of "Beautiful Furnishings Deserve Protecting - The Curtain Lining Story."

It outlines everything you need to know about Curtain Lining. For additional copies please email furnishings@bricosgroup.com.au

WELCOME



As you have seen by our cover story, Curtains are back and we know this to be true

because our own sales records of Just Linings and Art For Windows have been on the up for the last six months. Of course, with this emerging trend come new opportunities for growing your business.

This newsletter is all about keeping you informed of industry and product developments. In fact, it is jam-packed with descriptions of exciting new products and how they may positively impact on you and your business.

Additionally, and on an entirely different level, for those lucky enough to win an iPod Nano (also page 3) we're sure you will be delighted by your prize and hope that you will enjoy it as much as your customers will enjoy the presentation of the Decosuede fabric at the centre of this promotion.

Our systems, product ranges (including the selection of colours), and even the fun promotions we run from time to time, are all implemented to add further value to your business relationships.

In doing this, we aim to provide products and services which may be used to add value to your service so that you may enjoy more sales, a point of difference and continuing business success.

Yours sincerely

Nick Bippus
Director - Sales and Marketing

NEWPORT | 5 TRANSLUCENT COLOURS 8 BLOCKOUT COLOURS

Our new and very elegant, subtly textured Newport range has five light to mid-range coloured Transluents and each is coordinated with a Blockout.

A further three Blockout colours are available in dark

and beautifully dramatic colours including Steel, Pistachio and Charcoal.

Making a total of eight fresh and sought-after Blockout colours combined with its softly textured surface and easy to handle manufacturing qualities, Newport is bound to be a

winner whichever way you look at it.

Newport is made of very durable and stable 100% Polyester. At 250cm wide it is ideal for Roller, Roman and Panel Glide Blinds.

For more information and to place your Sample orders please give us a call.

Bumph | Opulence Factor

Interior Designers across our nation are reporting an increase in the demand for opulent fabrics for windows, among them Taffeta, Silk and many beautiful Polyester fabrics.

However, for these soft and lightweight fabrics to present well they need to be managed effectively and underpinned with the correct structure.

In addition to Curtain Lining, Bumph Interlining is adding what we call 'the opulence factor' to beautiful Window Coverings.

Usually placed between the main Curtain fabric and the Lining, Bumph creates fuller, softer folds for a more luxurious presentation.

Additionally, the Bumph layer provides significant insulation properties, for

temperature control as you would expect, but also for effective sound dampening.

While Bumph adds plush elegance to Curtains, it also enhances Swags and Tails and is ideal for pelmets and bedheads.

For more information or to order your Bumph Interlining sample hanger, please email furnishings@bricosgroup.com.au





Privacy Solution

Imagine this...your customer's main living area has enormous windows and while they love the open style of the design, they are not so keen on the neighbours watching their every move.

The solution is as easy as installing Curtain Lining.

Using a double track, simply install the Lining on one and a Sheer Curtain on the other.

The Sheer provides a decorative face fabric that enhances the interior design of the room and allows natural light to penetrate during the day. The Lining on the other hand provides

privacy control.

On a dull day or at night time when the internal lights need to be turned on, the Sheer will become transparent providing full view to those outside. By drawing the Lining behind the Sheer, privacy is instantly reinstated.

Vista Plus 3 Pass Polyester Curtain Lining

Tested in workrooms around Australia our new Vista Plus 3 Pass Polyester Lining already has the thumbs up from those manufacturers.

Available from October 2006 our own in-house testing has been substantiated by external and independent manufacturers. This Curtain Lining is durable, stable, soft and drapes beautifully.

AND, because it is suede coated, Vista Plus has a luxurious feel, while from a practical point of view it's easy to sew and hem.

Vista Plus is 100% Polyester, yet it is without the usual tell-tale Polyester

characteristic... it's not shiny or slippery and it handles like cotton.

Key features:

- ✓ 100% Polyester
- ✓ Colours: Ivory & White
- ✓ 140cm width AND very generous 280cm width

- ✓ Suede coated
- ✓ Very soft and drapes beautifully
- ✓ Durable and stable
- ✓ Easy to sew

For more information or to place forward-orders please fax: 1 800 676090.



win an iPod Nano

Congratulations to Lorelle Perkins, Curtain Force HQ, who is our first iPod Nano winner!

During May we introduced six new colours that increased our Decosuede Blockout Collection to sixteen.

At 245cm this multi-faceted fabric is ideal for Roller, Roman and Panel Glide Blinds.

And the colours? Well...with choices including Choko, Moccasin, Khaki, Denim, Nutmeg and Paperbark judge for yourself, the decorating options are endless.

This promotion began in August and continues through September and October 2006. To win one of the two remaining iPod Nanos all you need to do is place an order for any Decosuede Blockout colour - Full Rolls, Cut Lengths or Cut to Measure Skins.

P.S. Don't forget that Decosuede Blockout A4 Sample Hangers, which are normally \$40, are half price until October 30, 2006. Please contact our Customer Service Department on FREE Fax 1 800 676090 to order your Samples today.

DISCONTINUED lines

It's time for a clean up of your samples library as these product lines have now been discontinued:

- Vision Screen® has been deleted and replaced by our fabulous Screen Optic range.
- Tec Screen and Nova Screen have also been deleted.
- Avoca Canvas® 3 Pass White also bids us farewell but please note Avoca Canvas® 3 Pass Ivory remains available and is an ideal alternative.
- Also deleted from our range are Seeded Twill Uncoated, Seeded Twill 1 Pass & Seeded Twill 3 Pass. Avoca Canvas® Uncoated 1 Pass and 3 Pass are a recommended alternative.
- Our Calico Uncoated, 1 Pass and 3 Pass are also discontinued.

UPF CERTIFICATION

An Australian First!



We all know that the sun can burn skin within 15 minutes, even on a dull day.

It therefore stands to reason that it can severely damage our Furnishings which are continually exposed to UV as a result of our love for large windows and natural light.

At Bricos we knew that our Curtain Linings provided sun protection for interiors. However, our evidence was only anecdotal, so we turned to the country's top agency to shore-up what we believed to be true. That was ten years ago.

We were the first company in Australia

to approach ARPANSA to ask them to test and provide UPF ratings on our Curtain Linings. To this day our Just Linings range continues to rate very highly in UPF certification.

Ultraviolet Protection Factor certification from ARPANSA, otherwise known as the

Australian Radiation Protection and Nuclear Safety Authority, which is a licensed agency of the Federal Government, provides clarification of the UV protection rates of the different Curtain Linings in our range.

This in turn, sets you apart from other retailers as it allows you to provide your clients with accurate guidance and recommendations using our Just Linings range.

Only ARPANSA certified products are licensed to use the UPF logo. As is the case for personal sunscreen lotion and SunSmart™ clothing, the label indicates the level of protection. The highest rating is 50+.

For more details and a copy of our "Love the Sun" brochure please call us on Freecall 1 800 677477.

KIRIBATI Soul Fabric

Since we introduced this quality fabric in May this year, it has very quickly made its way to our top sellers list.

Although inspired by the Pacific Islands, Kiribati's rich texture and beautiful colours are just as much at home in inner city, suburban, hinterland and country Australia as they are in coastal regions.

We've already despatched thousands of metres of this fabric and when we recently asked some of our customers why they are such fans of Kiribati, they gave us plenty of reasons. Here are the top six:

1. Fabulous texture.
2. A very useable 280cm width.
3. Sought-after, so therefore "sell-able" colour spectrum.

4. Consistent quality - design remains square across the width.
5. Multi-purpose - Roller, Roman and Panel Glide applications.
6. It rolls and hangs beautifully. Yes, even when used as a full-width 280cm Blind.

For more information about Kiribati please give us a call or fax through your order on FREE Fax 1 800 676090

screen optic

We've described it as "sensational - a Sunscreen product with real sun screening properties". It seems you agree. Many of our customers are telling us that it is definitely living up to expectations.

This is what Bayden Cullen from Great Lakes Blinds, a retail manufacturer who has three showrooms in South East Queensland, had to say about Screen Optic:

"I have chosen to add Screen Optic to our range for a variety of reasons. The fabric and finished Blinds provide excellent clarity, beautiful rolling ability and straight edges (no rippling).

"The colour range is excellent for both general domestic and commercial applications and is providing our customers with plenty of choice.

"From a manufacturing perspective, of all the Sunscreens we have ever used, Screen Optic has by far the lowest flaw ratio, best lay flat qualities and it cuts superbly - naturally as a manufacturing business we are focused on minimising wastage. Screen Optic has helped us to achieve this.

"Screen Optic is a product we can sell with complete confidence, knowing that our customers will end up with a Sunscreen Blind that performs, day in and day out!"



Committed to a tradition of quality and service.

Cnr Pioneer & Harvest Roads, Yandina QLD 4561 Australia
PO Box 500, Yandina Queensland 4561 Australia

Phone: 07 5472 9000 • Fax: 07 5446 8300

Email: furnishings@bricosgroup.com.au

Web: www.bricosgroup.com.au

Freecall: 1800 677477 • Freefax: 1800 676090

Overseas Customers

Phone: +61 7 5472 9000 • Fax: +61 7 5446 8300

JUST LININGS

Art for
WINDOWS

Vision
SHADES

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