



Committed to a tradition of quality and service.

Is your Sunscreen business... on **the Nose?**

Not all sunscreen fabrics are the same and how they smell is a very big indicator of the difference.

There really is no polite way of saying it, and to put it plainly - many popular Sunscreen Fabrics currently being offered are **ON THE NOSE!**

If taking a whiff of the Sunscreen Fabric on your cutting table is uncomfortable, imagine how a customer feels after spending thousands of dollars on new blinds and then being told to leave their windows open for a week or two.

Putting up with smelly Sunscreen Fabrics is now a thing of the past and heralding a whole new era in low odour emission Sunscreen Blind fabrics is Vision Shades.

For window coverings your customers will love and for the breath of fresh air everyone has been asking for, contact your Bricos Sales Representative for more information about Screen Trend® and Screen Optic® Sunscreen products.



PegMania

We're adding some fun to our On the Nose Sunscreen campaign with a FREE and easy to enter competition. If you're the winner we'll put on a barbecue lunch for your entire team to enjoy, along with a \$250 cheque made out to your favourite charity.

All you need to do is use pegs to demonstrate the On the Nose theme in your workplace, take a photo and send it to us by email or using your mobile phone send it to your Bricos Sales Representative.

Competition closes, March 15, 2009.
(See page 3 for conditions of entry.)



Welcome



Happy New Year!

After a well earned break, we at The Bricos Group are feeling energised and looking forward

to what promises to be a busy year ahead.

As you can see, we've made some changes.

While I've taken the reins of this newsletter, Nick is preparing for the first of a number of overseas tradeshows where he and Co-Director, David Symons will investigate new releases on the world stage of window coverings.

Both Nick and David will travel to R&T Stuttgart in February and in March they will again exhibit at R&T Shanghai following on from the success of last year's show.

Among other changes and in accordance with our company's commitment to reducing our carbon footprint, we have condensed our 2009 price list to just eight pages.

Rather than producing an epic 32 page book, all the details you require are now available in an easy to handle and more user-friendly format, which may also be emailed to you.

In 2009 we plan to shake things up a little by continuing to inject some fun into our sales campaigns.

Our On the Nose campaign continues to be a great success and we intend to spread the word about Vision Shades Screen Trend® and Screen Optic® Sunscreen ranges (our low odour alternatives), while our Peg Mania competition allows us to share the benefits with your charity of choice.

Yours sincerely

Mark Wood

National Sales Manager



New Colours A New Era of Design 'Opulence'

Screen Opulence™ Blind fabric from Vision Shades is a stunning PVC Coated Polyester fabric at 250cm wide. It's a modern and versatile choice for modern window coverings.

With 12% openness, this gorgeous modern window covering fabric frames each room in privacy and unequalled style while allowing a hint of the external environment to filter through.

Perfect for Roller, Roman and Panel Glide Blinds, we've recently added a further two fashion colours in six beautiful shades – Pewter, Ebony, Stone, Ivory, White (new) and Charcoal Bronze (new).

We're sure you will agree that each of these appealing colours rests on the cusp of a new era in innovative window covering design.

But then Screen Opulence™, as the name suggests is so much more than just colour...

An irregular woven pattern adds an extra dimension that presents as a discrete texture.

Windows dressed in two-tone Screen Opulence™ Pewter offer something

completely new and different in the interior fashion stakes.

This fabric is all about cutting-edge designer sophistication.

As you would expect, Screen Opulence™ in Ebony is strong and dramatic, while the Stone and Ivory colour selections are a more subdued presentation which allows the light to play upon the uneven textures to create an illusion of tone on tone.

Screen Opulence™ offers a freshness we've not seen in the window covering industry for a very long time.

Screen Opulence™, in all six colour selections, is now in stock.

Cut To Measure Skins, Cut Lengths and Full Rolls are despatched within 24 hours of receipt of your order.

For more details please contact your Bricos Group Sales Representative.



Mandalay™ Launch

In our last edition we provided a sneak peek at the new Mandalay™ fabric, which is now in stock and we know you're going to love it!

100% polyester and available in seven magnificent colours, the Mandalay™ range offers versatility like nothing you've seen before.

Of the seven colour choices, two are Privacy Coated while the other five are reversible Translucent designs.

Our samples have been tagged with 'Side A' stickers, however in truth the reverse of the pattern is so appealing that any of the Translucent colour options can be used with either side as the face of the blind.

The reference to 'Side A' therefore becomes a planning reference and instruction for your manufacturer, when ordering Blinds in the Mandalay™ range.

In design terms, fully reversible fabrics make

colour coordination easy, adding to the flow of window covering style between rooms.

At 280cm wide, the added opulence of a Dobby Weave and warm neutral tones, Mandalay™ is a stunning presentation for Roller, Roman and Panel Glide Blinds.

For more information and to download specification sheets please visit www.bricosgroup.com.au



NEW Inspiration Mix 'n Match Colour Boards by



Versatility is the key to increased sales and customer satisfaction – in fact, in the decorative sense, it's just another word for problem solving.

Our NEW Mix 'n Match Colour Boards will be available in the first half of this year and they have been designed to stimulate designer thinking by combining different colours, textures and product ranges to create

what may well be perfect window covering solutions.

In the same way an Interior Designer puts together a colour board for a project, Bricos now offers sample boards for our top Mix 'n Match options. As you will see they demonstrate some of the 'outside the box' designer options you might consider for your customers.

Keep our Mix 'n Match Colour Boards handy to show your customers or pin it to your work station notice board so that it may continue to provide you with inspiration.

For more information or advice about other Mix 'n Match colour and texture options please contact your Bricos Sales Representative.



COLOUR BOARD

MIX 'N
Patch



PegMania Conditions of Competition Entry

All photographs submitted for the Bricos Group Peg Mania Competition become the property of The Bricos Group and may be used in future marketing and promotional material including newsletters or on our website.

In keeping with the intended 'fun' of this competition, an important condition of entry is that photos taken may not be malicious, obscene or illegal in nature. However, funny faces and hilarious poses of individual or group entrants will be accepted.

The Bricos Group reserves the right to accept or reject photos from the competition. Entry is free and closes 5.00pm March 15, 2009. Winners will be announced and notified on March 20, 2009. The judge's decision is final.

Our Commitment in 2009

For the past 36 years we've earned a proud reputation for our extensive and outstanding range of quality window covering fabrics.

We've also earned praise for our commitment to customer service.

In 2009, our intention isn't just to carry on this legacy, but to step it up by working more closely with our customers. With our commitment and access to global resources combined with your constructive feedback and support, the future is looking very bright indeed.

Below are just some of the services we provide which aim to increase efficiencies, profitability and end-user satisfaction.

Skins Service

Our state of the art cutting machine ensures your Skins are perfect every time and with a

3-day turn around from confirmation of your order.

Cut Length

It's the service that provides exactly what you need – no more and certainly no less – and that saves you the cost of purchasing an entire roll. Premium-grade Cut Lengths are carefully inspected, supplied with a cutting map, tagged with our operator's ID (for further instruction if required), machine-cut using the latest and best technology available, and carefully packed and labelled for delivery.

Drop Lengths – When you provide Drop Length measurements, we are able to allow for faults, tag them and in turn, offer you a quick turn around time on dispatch. It's all about efficiency and providing you with high quality products and the best service.

Full Rolls

When you enjoy high volume of certain products, Full Rolls are a cost effective option. Please ask about our Full Roll pricing.

Quality inspection

We've spent years researching the best fabric mills and manufacturers the world has on offer, and despite our best efforts sometimes faults occur. Using a back-lit inspection table we do our best to identify faults, tag them and create cutting maps to ensure best practice efficiencies.

24 Hour Despatch

We understand that good business is about speed and efficiency. We are committed to a 24 hour despatch time from placement of order.

Introducing the Team

Directors, David Symons and Nick Bippus are hands-on directors.

They work closely with their team, frequently visit customers and spend hours manning trade displays and listening to feedback.

Both men travel extensively, interstate and overseas in search of fresh ideas, better manufacturing methods and greater efficiencies – this is reflected in the quality of products, services and advice offered by The Bricos Group.

Importantly, they've personally chosen a sales team, lead by Mark Wood, National Sales Manager to represent them and The Bricos Group's products and services.



Mark Wood National Sales Manager

Mark has spent most of his adult life working with textiles.

Starting out in the warehouse of one of Australia's largest knitting mills,

he worked his way through the business - internal customer service, Territory Sales and ultimately, their National Sales Manager.

While the application may be different, Mark's knowledge and experience of textiles and his outstanding commitment to customer service, general management and business development, transfers seamlessly to the Window Covering Industry.

Although based in Queensland, as National Sales Manager for The Bricos Group, Mark regularly travels within Australia meeting with our customers, gauging product trends and feeding back information towards continuing product and business development both for the future success of The Bricos Group AND our customers.



Steve Szelig New South Wales Sales Manager

Steve represents The Bricos Group in New South Wales. He has over 15 years experience in the textile industry and wholesale sales.



Mike Taylor Queensland Sales Representative

Previously working in the pharmaceutical industry, Mike has many years wholesale sales experience. Mike's territory covers

most of Queensland and Northern New South Wales.

When you need advice, guidance, information or don't know where to source a particular product, give these guys a call:

Mark Wood 0439 743 522
Steve Szelig 0419 677 477
Mike Taylor 0417 677 477



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 **JUST LININGS**

**Art for
WINDOWS**

 **Vision
SHADES**

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