



## NO STRINGS ATTACHED MOTORIZED SHADES IN THE 21ST CENTURY

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What's safer, more high-end and just plain cooler than custom window fashions that operate without cords – almost magically, with a touch of a button, voice command or on a schedule? Let your clients know that their shades can automatically raise in the morning (great for rousing those pesky teenagers) and lower in the evening. Automated window fashions provide comfort, convenience and control like never before, with multiple options for style, power sources and control options.

Don't worry about the complexity of these products. The most important thing for a designer to know about motorized window fashions is that you don't need to know anything. Just contact one of your capable Industry Partners. (Then you don't even have to read this article.)

Any window treatment can be motorized. Shades, blinds, roman shade, draperies – even shutters. Does it cost more? Sure, but not as much as you think. Motorization is an upgrade, just Top Down/Bottom Up. Motorization upgrades start at around \$200 but can easily run into \$1000 per window for more complex treatments.

### POWER OPTIONS

The most popular motorized can be operated with a simple battery wand hidden behind the shade that holds 12 AA alkaline batteries. Customers can change the batteries themselves every 1-2 years based on use. You can also convert these shades to plug into any wall outlet. There is a small visible cord, but that can easily be hidden behind a drapery panel. If your client is under construction, you can run low voltage wire to each window and voila – no more cords!

### STYLE OPTIONS

There are two types of vendors that sell motorized shades. Window coverings companies and electronics companies. Naturally, they each excel in their chosen field. Hunter Douglas is a window covering manufacturer that will motorize any of their 23 different shade and blind product categories, with thousands of fabric choices. Lutron is a lighting and electronics company that has entered the field in the past few years. They offer limited style options, but with quieter motors that work with greater precision. Both Hunter Douglas and Lutron are valued Industry Partners.

### CONTROL OPTIONS

Operating motorized shades with a hand held remote is so 20th century! All motorized shades can now be operated with apps from your phone or tablet. Not only can you control the shades, but you can schedule them to go up and down at any time. Once you have the app installed you can operate the shades with Google Assistant or Amazon Alexa.

But wait, there's more! Once you have an app for your shades, you will want one for your thermostat, audio, security cameras, doorbell etc. It is like having three remotes for the TV. Here we are, back in the 20th century again. The answer to multiple apps is a true home automation system. Ask your Industry Partners about full home automation with the Control 4 system. With the touch of one button at night, shades go down, music off, thermostat down, alarm system on. Welcome to the 21st century.

Above: Sheer Silhouette Shades from Hunter Douglas in this contemporary space can be opened and closed in seconds with the press of a button or voice command. Available from your local Industry Partners.