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### Rowley Company puts our creative thinking to work for you

What do you do when faced with challenging problems or sweeping changes? We, the team at Rowley Company, embrace the difficult challenges and get to work developing viable solutions. The biggest change occurring in the window coverings industry today is the move away from corded Roman shades to other options that operate without cords.



Last year, the Rowley Company Research and Development team and our Expert Services team began brainstorming ways to encase the cords or to create shades without cords. The team sketched ideas, made rough product samples, and repurposed existing shade components to determine the various ways a shade could be fabricated to look the same from the front but operate without the traditional cords. After many months of working with weavers, plastics companies and other experts, the creative thinkers at Rowley Company created a new, cord-free shade construction method.

This new method can be produced by using many of the products you already have in your workroom, in addition to the new Sure-Shade™ Rib Support Rings, Guide Rings and Lift Bands, which will be available in our 2011 catalog. The Rowley team fine-tuned this creative solution to ensure it adhered to all operating requirements and style demands. Most importantly, the new method provides an inexpensive and affordable way for workrooms to construct today's popular shade styles.

With more than 107 years of combined experience in the window coverings industry, this team dedicated their time and knowledge to developing the lift band method for Roman shades. This is the kind of creative thinking you want on your side when facing difficult workroom challenges. You can trust that Rowley Company will continue to approach new challenges with innovative solutions.



# Solutions when you need them

## Other solutions for your business needs

The same wealth of knowledge is available to you thanks to our Expert Services and Technical Trouble-shooting teams. We offer Rowley Custom Solutions products, free online webinars, step-by-step project guides and how-to videos. With more than 130 Rowley video clips online, you can learn about professional techniques, time-saving new products and skillful ways to work with complex products. These resources will help you achieve a crisp, refined look in your work while saving you time and improving your profitability.



In addition, our blog will inspire your creativity, and our Facebook posts will keep you informed about upcoming events, product specials and more. We also publish online articles and offer products and business tools that can help you polish your professional image. For instance, we print custom sew-on labels with a message about your business or how to care for window treatments. These labels can really distinguish your work. Our online articles mention other inexpensive items that can be personalized with your business contact information. These items serve as a great reminder of whom to contact when a home furnishings or décor project arises, and all for very little investment.

Not only do we have a vast pool of online training and information available at your command, but we've also used our years of experience to help new workrooms get started seamlessly in the business. Our online Business Center gives new business owners the edge needed to establish a professional presence without investing any money. Communicating with your clients is essential and can influence how they feel about you.

That's why the team at Rowley created a variety of easy-to-use tools that will help enhance your communication techniques. Our Business Forms allow you to cover the basics from purchasing materials, to bill-

ing, to estimating your upcoming job, and our Business Communication Tools enable you to stay in touch with clients and potential customers. Choose from customizable postcards, note cards and business cards, which have unique inscriptions offering a consultation, friend referral, thank you for your business, installation appointment reminders and a blank card for a special message of your own. Use the wintery-themed version for a holiday card and to help you book repeat business after the holidays. These business forms can be found in our Tips and Tricks area on the website.

Rowley Company webinars are teeming with information on various topics such as **All About Pillows, Upholstery Tools and Techniques, Design Solutions With Decorative Medallions, Clean and Contemporary Ripplefold Panels** and, of course, **How to Create a Cord-Free Shade System**. Recognizing that not everyone can attend the scheduled webinars, we offer a recorded version of many of our most popular online seminars, which are viewable any time. As always, live or recorded webinars from Rowley are free of charge.

Over the years, Rowley Company has built a reputation for stocking all the products you need and delivering them to you quickly. Thanks to our experienced team of professionals, Rowley is also your one-stop resource for information, solutions and innovations. Check Rowley-Company.com for the upcoming launch of the Sure-Shade™ components and register now for our step-by-step webinar on constructing cord-free shades. We're excited to share these new solutions with you. ✂

