

HOME DECOR

WHOLESALE FABRICATORS

Made in America

INTRODUCTION

HOME DECOR takes great pride in understanding the needs of our window-covering retailers. We know you do not want to spend your time dealing with problems or unhappy customers. We also know quality is a priority, and that is why we provide exceptional products and customer service. Not only does **HOME DECOR** back its products with a written warranty, but we also have an on-staff Service Technician who is available to handle any problems by phone, at the factory, or even in the customer's home. We intend to prove to our retailers that we offer the finest products in the Industry along with exceptional customer service...**YOU CAN COUNT ON US!**

We know customers can be quite demanding when it comes to window coverings. Homeowners looking to upgrade old blinds are anxious to improve the look of their home, while new homeowners are anxious for privacy. In Arizona, homeowners have a special demand for light and heat control in a more efficient manner. **HOME DECOR** has a full product line to address this demand. Your client can choose from our Roller Shades, Roman Shades, Zebra Shades, Panel Track Systems, Shutters, Basswood & Engineered Wood Blinds, Vertical Blinds, energy efficient Cellular Shades and Mini-Blinds.

We realize the market is constantly changing, and in order to continue to help your company grow, **HOME DECOR** must be responsive to these changes. We will continue to evolve and expand our product line to include new colors and patterns to reflect the current trends. You can count on **HOME DECOR** to help you stay on top and ahead of the needs and desires of your customers.

Our goal is to continually offer a superior product using premium components at a competitive price without compromising quality. COUNT ON IT!

GENERAL TERMS

- **Specialty Orders 50% deposit or full payment in advance.**
- **Specialty Part Orders require 100% full payment in advance.**
- **Shutter Orders require 50% deposit in advance.**
- **Any Blind or Shade orders of \$2000 or more require a 50% deposit in advance.**

All invoices are due upon delivery, shipping or pick-up. Orders left in warehouse after 30 days will be billed. Invoices that remain unpaid after 30 days will be charged interest at a periodic rate of 1.5% monthly. Any payment received by **HOME DECOR** returned by the customer's bank as NSF, Refer to Maker, Account Closed or any other reason, will require the customer to pay a service charge of \$50.00. After 3 months of non-payment, **HOME DECOR** holds the right to send the invoice to collections and take legal action.

HOME DECOR accepts Visa, MasterCard, Checks, Cash, ACH and Zelle.

(There is a 3% surcharge for using credit cards)

2612 West Townley Ave, Suite 5, Phoenix, AZ 85021

Phone: 602-995-9659 Fax: 602-995-7157



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Our Mission

To offer the finest Window Covering Products along with the
Best Customer Service in the Industry – COUNT ON IT!

Why HOME DECOR?

- In business since 2004 – we only sell to the trade
- Family owned and operated
- Made in Phoenix, Arizona
- Knowledgeable and friendly staff, ready to answer your questions
- Open Monday-Friday, 7:30-4:00
- Quick turnaround time: average of 5 to 10 business days
- Quarterly promotions designed to create more value
- Installer-friendly packaging
- Premium, custom products at a competitive price
- Limited Lifetime with in-home warranty service
- Free local delivery on qualified orders
- Because... **WE CARE!**

Products We Offer:

- We build the best blinds and shades on the market today using the highest-quality components available.
- **Roller Shades, Zebra Shades, Exterior Shades, Panel Tracks, and Roman Shades**
 - Vast selection of designer fabrics with unique and creative appearances.
 - Motorization on select shades
- **2” and 2.5” Basswood and Engineered Wood Horizontal Blinds**
 - 2” x 2” steel headrails, octagon steel tilter & cord locks, and metal barrels.
 - Finest Basswood & Engineered wood slat selection
 - Upgrade option of 5” Basswood or 3 1/2” flat valances
- **PVC Verticals are sold with a valance included**
 - Heavy-gauge aluminum headrails with self-timing gears, continuous loop chain and heavy-cord weights, vanes are all American made.
 - Upgrade valance option; Single, Double, or Triple Decor Trim.
- **Cell Shades:** 9/16 & 3/4 Single Cell, 7/16 Double Cell, 9/16 & 3/4 Single Cell Black-Out, 3/4” Cell in a Cell, Cell Shade Sliders
- **Mini Blinds:** 1”, 2”, and Micro 1/2”
- **Shutters:** Full Turn-key Program includes check measure and install

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Best Customer Service in the Industry... Count On It!

STAFF

OWNER/ SALES

Denny Gomez

OWNER/ ACCOUNTING

Joey Gomez

GENERAL MANAGER

Pat Weaver

CUSTOMER SERVICE

Pat Braddock

ADMINISTRATIVE SUPPORT

Steve Gregg

PRODUCTION MANAGER

Jennifer Begay

VERTICAL PRODUCTION MANAGER

Bruce Barnes

ADDRESS

2612 W. Townley Ave
Suite #5
Phoenix, AZ 85021

HOURS

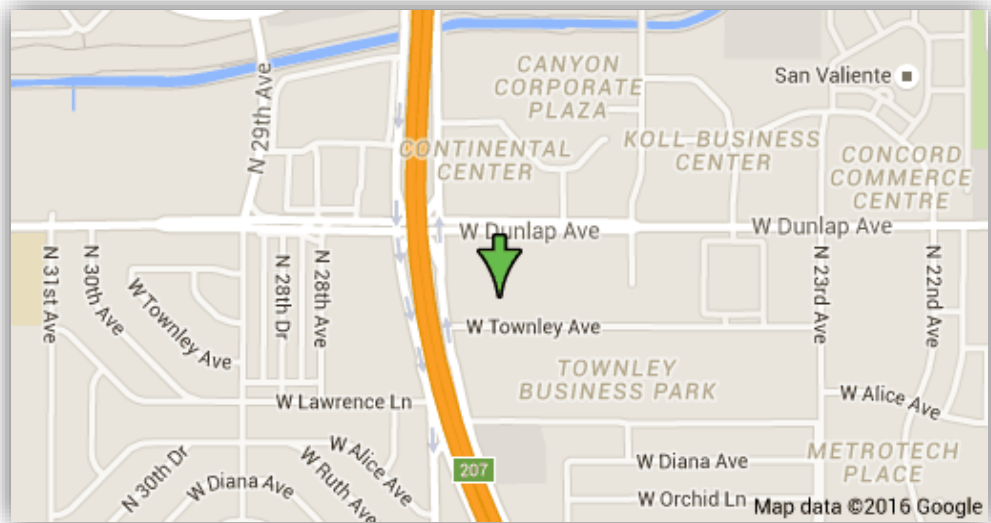
Mon-Fri
8 AM - 4:30 PM

OFFICE

602-995-9659

FAX

602-995-7157



EMAIL: orders@homedecorwf.com

WEBSITE: www.homedecorwf.com



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CUSTOMER SERVICE AND ORDERING PROCESS

Placing Orders

Customer Service is available to answer questions regarding products, pricing, and manufacturing. Customer Service receives and processes orders, repairs, and any necessary warranties.

Office hours of operation are 7:30 am to 4:00 pm Mon – Fri, closed all major holidays. Manufacturing hours of operation are Monday through Thursday until 12:30 PM.

All orders placed before 2 p.m., whether by email, online, or fax, will be logged in as received for that day. All orders placed after 2 p.m. will be logged as an order for the following day. All order confirmations will be faxed or emailed the day we log in the order. Orders missing information will be placed on hold until we contact you regarding the pertinent information needed.

PLEASE NOTE: We do NOT accept phone orders...NO EXCEPTIONS please.

Duplicate Orders

All orders are confirmed with customer via fax or email after entry into our system. **HOME DECOR** is not responsible for duplicate orders written, faxed or emailed to us after confirmation has been sent.

Cancellation or Change Order

Important! Due to the customized nature of our products, **HOME DECOR** cannot be responsible for changes or cancellations after orders have been put into production. The customer will be responsible for payment on all orders started in the manufacturing process.

Rush Orders

HOME DECOR understands that there are times when an expedited completion is necessary or needed, and we do our best to accommodate these requests. Orders must be in **before 2:00 P.M.** to be entered that day and processed for production the following day. Please keep in mind that rushes refer to business days only (Production does not work on Fridays).

TWO WORKING DAYS, RUSH: \$80.00 per blind, material must be available

THREE WORKING DAYS, RUSH: \$60.00 per blind, material must be available

ORDERS WITH SPECIFIC REQUESTED COMPLETION DATES WILL BE CONSIDERED, BUT CANNOT BE GUARANTEED, UNLESS NOTED AS A RUSH.

ALL RUSHES AND DATED REQUESTS ARE BASED ON PRODUCTION DEMANDS AND AVAILABILITY OF MATERIALS.



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PRODUCTION & DELIVERY

Production Times

Manufacturing times are as follows:

Rollers, Zebras, Romans and Panel Track Systems	5 to 10 business days
Basswood and Vertical Blinds	5 to 10 business days
Engineered Wood Horizontal Blinds	5 to 10 business days
Cellular Shades and Mini Blinds	7 to 10 business days
5" Valances	7 to 10 business days
Shutters	5 to 7 weeks.

PLEASE NOTE: Lead times are subject to change without notice.

Backorders

Occasionally, there are materials on backorder and unfortunately, this is out of **HOME DECOR's** control. However, if this occurs, we will notify you as soon as possible.

Local Delivery

Local deliveries are free with invoice orders (or combined invoice orders) that total **\$500.00 or more**. Unless noted, any invoice order that falls under the delivery minimum of \$500.00 can be picked up or you may choose to have it delivered for a **\$50.00** net charge. We will do our best to combine your orders together to save you the delivery fee.

Shipping

If shipping an item is required, **HOME DECOR** will determine the cost based on size, weight and carrier restrictions and include it in the total cost of your invoice. Shipping out of state to a third party is another option.

Out of Specifications

HOME DECOR is willing to fabricate outside of manufacturer's guidelines. However, it is important that you are aware that you will be voiding all warranties or guarantees on the product. You will be required to complete a Warranty and Liability Waiver, found in this manual.



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Product Samples

HOME DECOR understands the importance of samples in the sales process; therefore, we provide the most-current, product sampling at the lowest possible price.

HOME DECOR Roller Shade Catalog	\$150	Shutter Sample Bag (Panels and Frames)	\$200
Louvolite Roller Blinds Book	\$250	Basswood Sample Deck	\$10
Turnils Roller Shade Book	\$250	Basswood Hand Sample, 18" x 24"	\$15
Vertilux Portfolio Binders (2 Books)	\$250	Engineered Wood Sample Deck	\$10
Wilson Fabrics	\$250	Engineered Wood Hand Sample, 18" x 24"	\$15
Zebra Shade: Louvolite Visions	\$200	Vertical PVC Collection Sample Bag	\$50
Zebra Shade: Vertilux Neolux Book	\$200	Decor Trim Sample	\$15
Cellular Shade Sample Book	\$200	Mini-Blind Sample Deck	\$5
HD Custom Cell Shade Sample Card	\$40	5" Valance Hand Sample (9" width)	N/C
Vertical Sample Bag	\$50		

Showroom Samples

Only 2" or 2.5" Engineered Wood, Basswood or Verticals fabricated by **HOME DECOR** will be available at no charge in limited sizes and quantities. Other products are available for showroom samples at a reduced rate. This reduced rate will be determined at the discretion of **HOME DECOR**.

R-Values of **HOME DECOR** Window Coverings

R-Value is a measure of the resistance of an insulating or building material to heat flow. The higher the number, the greater the resistance to heat flow. Insulating your windows is going to translate to less heat transfer into your home in summer months and more heat transfer out of your home in winter months.

As you can see, some of the R-Values in the chart are listed as range, such as Roller Shades, Shutters and Cellular Shades. The reason for this is they can be manufactured from different materials and each material has a different R-Value.

R-Values of HOME DECOR Window Coverings							
Vertical Blinds	Mini Blinds	Roller Shades	Horizontal Faux Wood Blinds	Roman Shades	Shutters	Horizontal Basswood Blinds	Cellular Shades
2.3	2.3	1.35-2.25	2.5	2.63	2.77-3.75	3.17	0.7-4.7

Sources: www.houselogic.com, www.umaine.edu, www.human.cornell.edu, www.homeguides.sfgate.com, www.residentialenergylaboratory.com, www.ehow.com, www.oursomedayhouse.wordpress.com, www.doityourself.com.

