

HOME DECOR

WHOLESALE FABRICATORS

Made in America

HOME DECOR'S

CUSTOM FACTORY

CELLULAR SHADES



12 Colors Available in Light Filtering & Blackout

- Cordless/Clutch
- Motorized
- Economy
- Slider

2612 West Townley Ave, Suite 5, Phoenix, AZ 85021
Phone: 602-995-9659 Fax: 602-995-7157



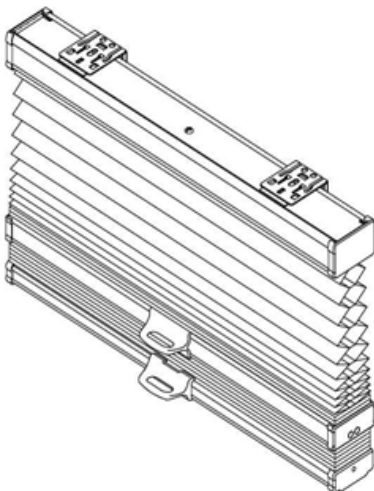
HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SPECIFICATIONS

Benefits of HOME DECOR's Custom Factory Cellular Shades

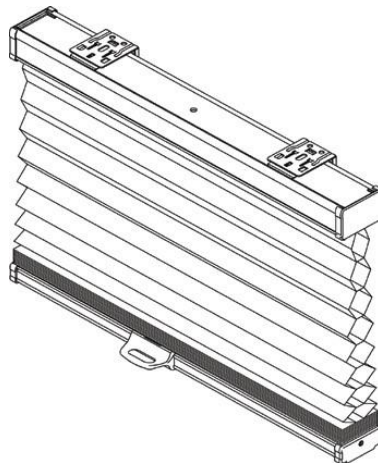
HOME DECOR's Custom Factory Cellular shades feature State of the Art Components with a Newly Designed Aluminum Headrail. Available in the following options: Continuous Cord Loop (CCL), Cordless, Top-Down/Bottom-Up (TD/BU), Day/Night and Motorized. Comes in 12 Stylish Fabric Colors, both Light Filtering and Blackout. **These shades are Energy Efficient with a very competitive price point.**

Standard Features

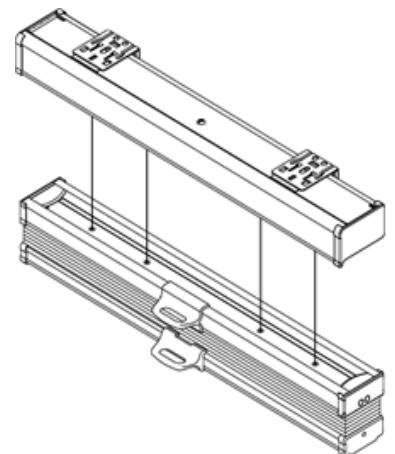
- 3/4" Single Cell Cellular shades in Light Filtering and Blackout
- State of the Art Components, Newly Designed **Aluminum** Headrail and Bottomrail
- Two Motorization choices, including Top-Down/Bottom-Up available
- **12 Stylish Fabric Colors: Cotton, White Dove, Alabaster, Fawn, Pongee, Cocoa, Slate, Gray Sheen, Tweed White Dove, Linen Sand, Bamboo Stone, & Bamboo Dark Gray**



Day/Night Cordless,
CCL & Motorized



CCL, Cordless
& Motorized



TD/BU Cordless,
CCL & Motorized



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HOME DECOR's CUSTOM FACTORY CELLULAR SHADE FEATURES

- **HOME DECOR's** Brand of 3/4" Energy Efficient Light Filtering and Blackout Fabrics in 12 Colors:
 - Cotton
 - White Dove
 - Alabaster
 - Fawn
 - Pongee
 - Cocoa
 - Slate
 - Gray Sheen
 - Tweed White Dove
 - Linen Sand
 - Bamboo Stone
 - Bamboo Dark Gray
- Sleek New Color Coordinated Headrail Design
Heavy Duty Aluminum Headrail and Bottomrail for Wider Widths. Available Colors: Cotton, Fawn, Cocoa and Transparent Aluminum
- Continuous Cord Loop (CCL), Cordless, Day/Night and Top-Down/ Bottom-Up (TD/BU) Available.
- **Somfy** Motorization available: Bottom-Up Only
- **Simple Touch** Motorization available: Bottom-Up, Top-Down/Bottom Up and Day/Night

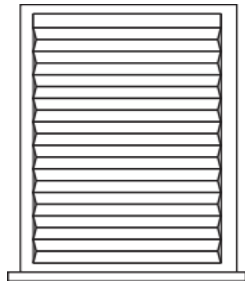


HOME DECOR

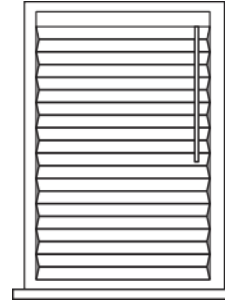
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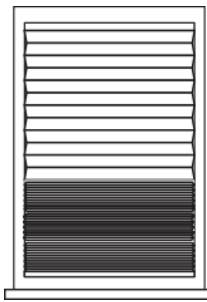
HOME DECOR's CUSTOM FACTORY CELLULAR SHADE DIAGRAMS



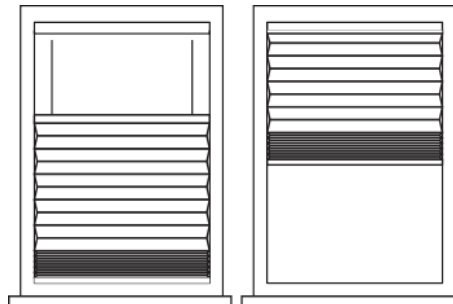
Cordless



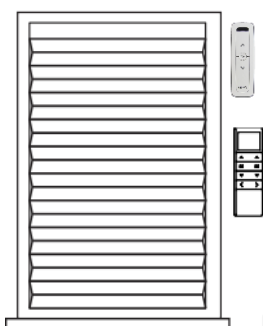
Clutch



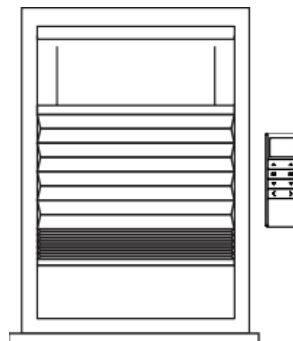
Clutch/Cordless
Day/Night



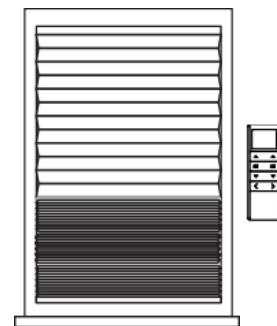
Clutch/Cordless
Top-Down/Bottom-Up



Somfy/Simple
Touch Bottom Up



Simple Touch
Top-Down/Bottom-Up



Simple Touch
Day/Night

⚠ WARNING/ADVERTENCIA

Window blind cord can STRANGLE your child.
To prevent strangulation, purchase cordless products or products with inaccessible cords.

La cuerda de la persiana puede ESTRANGULAR a su niño.
Para evitar el estrangulamiento, compre alternativas cuerda o productos con cuerdas inaccesibles.



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HOME DECOR's CUSTOM FACTORY CELLULAR SHADES SPECIFICATIONS

Shade Options

- **Continuous Cord Loop (CCL):** Included in Cost. Comes with Child Safety Tension Device
- **Cordless:** See Price Chart
- **Top-Down/Bottom-Up Cordless:** See Price Chart
- **Top-Down/Bottom-Up Continuous Cord Loop:** See Price Chart. Comes with Child Safety Tension Device
- **Day/Night (Two Colors):** Charge as 2 Shades
- **Simple Touch:** \$700
- **Simple Touch Top-Down/Bottom-up and Day/Night Motorization:** \$1,100
- **Somfy Motorization:** \$800 (RTS)/\$900 (Zigbee)
- **If the antenna is removed from the motor, the motor warranty is void.**
- **Cellular Slider:** See Price Chart pg C-12
- **Reach/Skylight Pole 3 1/2' – 9':** \$130

Factory Deductions

- **ISM Blinds:** 1/4" Deduction off the width and no deduction off the length.
- **OSM Blinds:** No Deductions

Mounting Options

- **Hold Down Brackets:** No Charge
- **Spacers (1/2"):** No Charge
- **"Butt-to-Ceiling":** No Charge

Repairs

- **Cut Downs:** \$220-\$300
- **Restrung/Repair:** \$260 + Parts

Cord Safety Devices

Multi Directional Lock: White and Clear.
Fixed Lock: White and Clear (Standard)

New Child Safety Tension Device Required by ANSI/WCMA A100.1-2022

Surcharges

- **Cut-Outs (With Blind):** No Charge or warranty.
- **Multiple Blinds on One Headrail:**
 - **Two on One:** No Charge

NOTE: Pricing for 2-on-1 or 3-on-1 headrail is done by adding the price of each separate blind together to get total price of blind plus the surcharge

NOTE: For multiple blinds on one headrail, there is a 1/4" gap between blinds due to the headrail.

Component Price

PART	RETAIL
2' Cord Loop	\$18.00
3' Cord Loop	\$19.00
4' Cord Loop	\$20.00
5' Cord Loop	\$22.00
6' Cord Loop	\$24.00
7' Cord Loop	\$28.00
8' Cord Loop	\$36.00

Shade R Values

SHADE R-VALUES (In order of Resistance)	
SHADE TYPE	R VALUE
3/4" Single Cell B/O	4.4
3/4" Single Cell LF	3.8

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. For example, a single pane window has an R-Value of .91, but a triple pane window with 1/2" air space has an R-Value of 3.23



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HOME DECOR'S CUSTOM FACTORY CELLULAR SHADES 3/4" LIGHT FILTERING

FABRIC COLOR	FABRIC CODE	FABRIC COLOR	FABRIC CODE
Cotton	(PS410-001)	Slate	(PS410-470)
White Dove	(PS410-069)	Gray Sheen	(PS410-021)
Alabaster	(PS410-004)	Tweed White Dove	(PS413-069)
Fawn	(PS410-006)	Linen Sand	(PS431-032)
Pongee	(PS410-008)	Bamboo Stone	(PS410RA-519)
Cocoa	(PS410-012)	Bamboo Dark Gray	(PS410RA-583)

Continuous Cord Loop Standard on all **HOME DECOR** Custom Factory Cellular Shades, and is included in the base price. Comes with Child Safety Tension Device

WIDTH	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
HEIGHT													
5-36"	185	211	239	268	292	327	352	381	413	473	534	593	654
42"	201	228	260	292	321	356	391	424	455	523	590	658	725
48"	211	242	274	314	346	384	420	455	494	569	640	714	792
54"	228	264	303	338	378	420	459	501	541	622	704	781	867
60"	246	282	324	367	402	453	494	541	583	671	757	845	934
66"	264	303	346	391	435	483	530	580	626	722	817	909	1009
72"	278	321	370	416	462	516	566	619	668	770	874	974	1076
78"	289	338	389	437	494	547	604	658	711	821	931	1038	1148
84"	303	352	409	462	520	572	633	690	746	861	977	1091	1212
90"	314	370	427	483	545	604	665	725	789	909	1030	1154	1279
96"	327	384	445	505	569	633	697	761	824	953	1084	1207	1339
108"	352	416	483	552	619	690	761	832	902	1044	1186	1325	1470
120"	378	453	527	598	676	753	828	907	981	1133	1290	1441	1602

Surcharged Options

TD/BU CCL	23"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
	85	88	93	97	105	109	114	118	126	130	141	151	164
Cordless	12"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	53	55	59	64	69	72	76	77	81	87	92		
TD/BU Cordless	19"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	143	150	161	173	187	194	207	213	223	237	249		

- Simple Touch Motorization with Rechargeable Lithium Batteries
Bottom Up: \$ 700 Top-Down/Bottom-Up and Day/Night: \$1,100
- Simple Touch Remote: Bottom up: \$160, TD/BU and Day/Night: \$300
- Somfy Motorization with Rechargeable Lithium Battery Block: \$800 (RTS)/\$900 (Zigbee)
- Somfy Motorization Remote RTS: 1-Chan. \$240 (RTS)/\$280 (Zigbee),
5-Chan. \$300 (RTS)/\$320 (Zigbee), 16-Chan. \$900
- One Way Open: Shade Price x 2.5; Center Open: Shade Price x 3 For Further info: See pg C-12



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HOME DECOR'S CUSTOM FACTORY CELLULAR SHADES 3/4" BLACKOUT

FABRIC COLOR	FABRIC CODE	FABRIC COLOR	FABRIC CODE
Cotton	(PS420-001)	Slate	(PS420-470)
White Dove	(PS420-069)	Gray Sheen	(PS420-021)
Alabaster	(PS420-004)	Tweed White Dove	(PS423-069)
Fawn	(PS420-006)	Linen Sand	(PS441-032)
Pongee	(PS420-008)	Bamboo Stone	(PS42RA-519)
Cocoa	(PS420-012)	Bamboo Dark Gray	(PS42RA-583)

Continuous Cord Loop Standard on all **HOME DECOR** Custom Factory Cellular Shades, and is included in the price. Comes with Child Safety Tension Device

WIDTH	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
HEIGHT													
5-36"	231	262	295	328	357	398	433	469	505	578	654	726	801
42"	252	281	322	360	398	439	476	519	558	644	730	809	894
48"	269	307	350	398	436	486	528	578	624	720	816	910	1006
54"	291	334	380	433	479	528	581	634	684	789	894	1000	1105
60"	317	357	410	466	512	571	624	687	740	855	970	1078	1197
66"	338	380	436	495	552	614	670	736	796	918	1043	1168	1290
72"	357	410	472	535	598	664	730	799	861	1000	1138	1270	1405
78"	380	433	499	568	637	707	775	851	918	1062	1207	1352	1501
84"	393	453	525	601	667	746	818	898	970	1129	1280	1432	1590
90"	416	482	558	637	713	796	872	957	1039	1204	1369	1533	1701
96"	429	502	585	667	746	834	918	1006	1092	1263	1441	1616	1795
108"	466	545	637	730	822	918	1006	1108	1201	1392	1590	1780	1978
120"	499	591	693	792	918	996	1098	1207	1309	1521	1731	1949	2163

Surcharged Options

TD/BU CCL	23"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
	85	88	93	97	105	109	114	118	126	130	141	151	164
Cordless	12"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	53	55	59	64	69	72	76	77	81	87	92		
TD/BU Cordless	19"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	143	150	161	173	187	194	207	213	223	237	249		

- Simple Touch Motorization with Rechargeable Lithium Batteries
Bottom Up: \$700 Top-Down/Bottom-Up and Day/Night: \$1,100
- Simple Touch Remote: Bottom up: \$160, TD/BU and Day/Night: \$300
- Somfy Motorization with Rechargeable Lithium Battery Block: \$800 (RTS)/\$900 (Zigbee)
- Somfy Motorization Remote RTS: 1-Chan. \$240 (RTS)/\$280 (Zigbee),
5-Chan. \$300 (RTS)/\$320 (Zigbee), 16-Chan. \$900
- One Way Open: Shade Price x 2.5; Center Open: Shade Price x 3 For Further info: See pg C-12



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HOME DECOR's CUSTOM FACTORY CELLULAR SHADES SPECIFICATIONS

SIZE SPECIFICATIONS				
SHADE TYPE	MINIMUM WIDTH	MAXIMUM WIDTH	MINIMUM HEIGHT	MAXIMUM HEIGHT
Continuous Cord Loop (Clutch)(CCL)	12"	120"	10"	120"
Top-Down/Bottom-Up (Clutch)(CCL)	23"	120"	10"	120"
Cordless	12"	96"	10"	84"
Top-Down/Bottom-Up CORDLESS	19"	96"	10"	84"
Top-Down/Bottom-Up Motorized Simple Touch	32"	120"	12"	96 sq ft.
Somfy Motorized	20"	120"	12"	120"
Simple Touch Motorized	24"	120"	12"	96 sq ft
Day/Night	12"	72"	10"	72"
Slider	24"	120"	24"	118"

MINIMUM MOUNTING SPACE 3/4" HEADRAIL		
	3/4" Cell Minimum Mounting Space	3/4" Cell Minimum Flush Inside Mounting Space
Clutch	1/2"	2 1/2"
Clutch TD/BU	1/2"	2 1/2"
Cordless	1/2"	2 1/2"
Cordless TD/BU	1/2"	2 1/2"
Motorization	1/2"	2 1/2"

STACKING HEIGHT										
SHADE TYPE	36"	48"	60"	72"	84"	96"	108"	120"	132"	144"
3/4" Single Cell LF	1.83	1.98	2.13	2.28	2.43	2.58	2.73	2.88	3.03	3.18
3/4" Single Cell B/O	1.88	2.01	2.14	2.30	2.44	2.57	2.73	2.85	3	3.13

*For Cordless and Clutch Systems, add 7/8" to above chart Stack. All Stacking Sizes are Approximate.
LF=Light Filtering, B/O = Blackout*

BRACKET QUANTITY	
SHADE WIDTH	QUANTITY
7" ~ 36"	2
37" ~ 72"	3
73" ~ 96"	4
97" ~ 120"	5
121" ~ 144"	6

CONTINUOUS CORD LENGTH	
40" - 57"	3 feet
58" - 72"	4 feet
73" - 85"	5 feet
86" - 107"	6 feet
> 108"	8 feet



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SIMPLE TOUCH MOTORIZED LIFT SYSTEM (Remote Controlled)

Standard Features

The Simple Touch Remote control motorized shade is operated by a rechargeable battery Block. The remote control systems include Bottom Up, Top-Down/Bottom-Up, and Day/Night. Besides the top and bottom limits, the shade also features a “favorite” position. Simple Touch Motors come with 3 Year Warranty.

Simple Touch ® P-Box

<ul style="list-style-type: none"> Control up to Smart Shades via a Smart Device (i.e. Tablets, Phones, etc.) Control from anywhere you have internet access Compatible with Apple HomeKit, Amazon Alexa, and Google Home Allows control of all Simple Touch Cell Shades, i.e.: standard, TD BU, Day/Night, & Skylight
Retail Price: \$600

RECHARGEABLE BATTERY BLOCK		
<ul style="list-style-type: none"> Comes with USB charger & 80” USB-C Cable. Rechargeable battery Block can be hooked behind the headrail or mounted to the wall or window frame. Minimum flush mounting space is 3 1/4”. Indoor Use Only. Do not install the battery where it will be exposed to direct sunlight. Battery life is estimated at 1 to 3 years. If the antenna is removed from the motor, the motor warranty is void. 		
	REGULAR	TD/BU-DAY/NIGHT
Min Width	24”	32”
Max Width	120”	120”
Min Height	12”	12”
Max Height (Single Cell)	96 Sq Ft	96 Sq Ft
Bottom Up Retail Price	\$ 700	
TD/BU & Day/Night	\$ 1,100	

Hand Held Remote Control



Regular
\$160



TD/BU & Day/Night Shades
\$300



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WHOLESALE FABRICATORS

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SOMFY™ MOTORIZED LIFT SYSTEM (Remote Controlled)

Standard Features

Our cellular shades can be motorized with the Radio Technology **Somfy®** (RTS) system and **Somfy Zigbee**. It is operated by a battery powered motor with a rechargeable battery block (includes charger). Shades can be controlled from a remote control or through smartphones or tablets. Using the **Somfy** Tahoma Switch, shades can be controlled via voice command or smart device. Somfy Motors come with 5 Year Warranty.



LI-ION RECHARGEABLE BATTERY BLOCK		
<ul style="list-style-type: none"> • Handheld remote control only (no hard wire). • The battery life expectancy is 1 to 3 years • Somfy Rechargeable Battery Block • Wall and headrail mount clips are included. • If the antenna is removed from the motor, the motor warranty is void. 		
	RTS SIZE LIMITATIONS	Zigbee SIZE LIMITATIONS
Minimum Width	20"	20"
Maximum Width	120"	120"
Minimum Height	12"	12"
Maximum Height	120"	120"
Retail Price	\$800	\$900



Remote Control



1-Channel
\$ 240 (RTS)
\$ 280 (Zigbee)



5-Channel
\$ 300 (RTS)
\$ 320 (Zigbee)



16-Channel
\$ 900 (RTS)
Zigbee
Coming
Soon



Tahoma Switch
Allows you to control your shades with smart devices. **\$800**

Optional Accessories			
12v 8" Magnetic Adaptor for Motors/Batteries	\$ 40	12v Solar Pack Kit (R28, ST30, Son 40)	\$ 480
12v 33" Magnetic Adapt/Charge Extension Cable	\$ 60	12v Rechargeable Battery Block	\$ 200
Ethernet Adaptor for TaHoma Switch	\$ 120	Smart Plug, Zigbee Router (ZR)	\$ 160



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HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SLIDERS

Standard Features

The Cellular Slider is available 3/4" single cell fabrics only in the Cotton, White Dove, Alabaster, Fawn, Pongee, Cocoa, Slate, Gray Sheen, Tweed White Dove, Linen Sand, Bamboo Stone and Bamboo Dark Gray. It features a sleek headrail design with **ALUMINUM HEADRAILS AND SIDERAILS AVAILABLE IN OFF-WHITE ONLY.** The Cellular Sliders have moveable side rails. This allows the shade to stack on the right, left or in the center for maximum efficiency.



Size Considerations

SIZE LIMITATIONS		
	Minimum	Maximum
Width	24"	120"
Height	24"	118"

Dimensions

- **Headrail Dimension:** 2 1/4" Height x 2 3/4" Depth
- **Vertical (Side Rail) Rail Width:** 1"
- **Vertical (Side Rail) Rail Depth:** 1 7/8"

Minimum Mounting Space

- **Minimum Mounting Depth for ISM:** Standard Mount: 2 3/4"
- **Minimum Flush Mount Depth for ISM:** 4"
- **Minimum Flat Vertical Surface Mount for OSM:** 2 1/4"
- The distance between the floor and the bottom of the shade cannot be bigger than 1 1/2", in order to mount the stationary rail bottom bracket (floor bracket).

Deductions

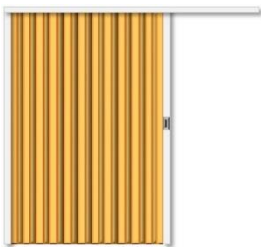
- **Inside Mount:** Width 1/4", Height 1/2".
- **Outside Mount:** No deductions.



HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SLIDER SPECIFICATIONS

Stacking Operations

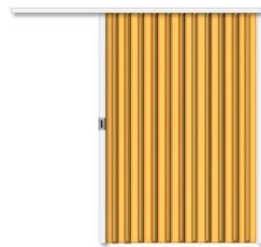
STACKING WIDTH CHART			
	Left Stack	Center Split	Right Stack
MINIMUM WIDTH	6"	6" Each Side	6"



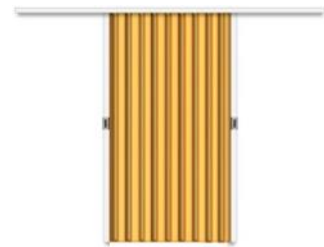
LEFT STACK



CENTER SPLIT



RIGHT STACK



FLOATING STACK

Left: Fabric stacks to the left side of the slider.

Right: Fabric stacks to the right side of the sliders.

Center Split: Center stack sliders panels can move full to the left or the right.

Dual Panel: A center opening slider with different fabric on each side.

Floating Stack: Fabric stacks wherever both ends are pushed towards.

Cell Shade Slider Pricing

LEFT OR RIGHT STACK	Base CCL Shade Price x 2.5
CENTER SPLIT OR FLOATING STACK	Base CCL Shade Price x 3

- **EXAMPLE 1:** Shade Cost=\$150.00 x 2.5 = \$375 (Left or Right Stack)
- **EXAMPLE 2:** Shade Cost=\$150.00 x 3 = \$450 (Center Split or Floating Stack)



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SIMPLY CORDLESS CELLULAR SHADES

Continuous Cord Loop Standard on all Cellular Shades, included in price.

Comes with Child Safety Tension Device

Made with PLASTIC Headrails & Bottomrails

LIGHT FILTERING / BLACKOUT			
1G001/2G001	Cotton	1G069/2G069	White Dove
1G070/2G070	Winter White	1G021/2G021	Gray Sheen
1G006/2G006	Fawn	1G514/2G514	Misty Gray
1G346/2G346	Antique Pewter	1G4922/2G4922	Warm Cocoa
1G030/2G030	Anthracite	1G519/2G519	Sticks & Stones
7G519/8G519	Bamboo Print Stone	7G344/8G344	Bamboo Print Pebble

SIMPLY CORDLESS CELLULAR SHADES:

9/16" SINGLE CELL LIGHT FILTERING

WIDTH	18-24	30	36	42	48	54	60	66	72
HEIGHT									
36	155	192	221	258	302	328	361	420	442
48	166	199	228	265	309	339	376	435	456
60	177	217	244	284	332	361	412	468	486
72	214	265	328	368	412	428	479	516	538

TOP-DOWN/BOTTOM-UP: ADD 50%

DAY/NIGHT SHADES: ADD 125%

SIMPLY CORDLESS CELLULAR SHADES:

9/16" SINGLE CELL BLACKOUT

WIDTH	18-24	30	36	42	48	54	60	66	72
HEIGHT									
36	184	229	284	328	365	391	450	479	501
48	192	236	295	350	384	424	472	490	516
60	207	262	321	384	420	457	497	586	619
72	229	284	361	435	479	490	552	619	671

TOP-DOWN/BOTTOM-UP: ADD 40%

Size Limitations

Shade Type	Minimum Width	Maximum Width	Minimum Height	Maximum Height
Simply Cordless	18"	72"	10"	72"
Simply Cordless TD/BU	23	72	10	72
Simply Cordless Day/Night	23	72	10	72

Simply Cordless Shades are the ONLY shades made with a PLASTIC Headrail & Bottomrail

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

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

