



Blindware Pty Ltd.

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NewYork - PS Blind System

Product overview

NewYork is a Polystyrene based slat system designed for use in the manufacture of wood look-alike blinds having either 50mm or 63mm slat width. Polystyrene based slat products have been well proven over a long time to have amongst the best performance in Australian conditions, including regarding thermal stability. They are very suitable for use in all areas of the home or office, including in wet areas.

The **NewYork** range includes the following basic components:

- 50.4 x 3.4mm slat;
- 63.5 x 3.4mm slat;
- 82.5 x 8.3mm 'Harbour Bridge' valance or fascia;
- 50.2 x 14.5mm H-profile bottom rail; and
- 63.5 x 14.5mm H-profile bottom rail.

Standard colours available include:

Colour	50mm		63mm	
	Smooth	Embossed	Smooth	Embossed
White	X	X	X	
Winter White	X	X	X	
Alabaster	X		X	
Light Cedar	X			
Medium Cedar	X	X	X	
Dark Cedar	X			
Cypress	X			

Matching valance and fascia is available in all colours and textures.

Point of sale support

NewYork is supported with an attractive swatch deck and poster, which is available to retailers and fabricators.



Key selling features

NewYork range has several features that provide competitive advantage over other PS based systems sold by competitors in Australia. In particular, these include:

- 82mm wide valance allows complete coverage of standard high profile 57x51mm head rail, creating a more finished appearance after installation;
- 63mm slat allows you to mix 50mm and 63mm blinds using the same product without concerns about matching colours or textures within the same room or house. It also allows you to match 63mm blinds with shutters, when a shutter is not suitable for certain applications;
- 63mm Bottom Rail to compliment the 63mm wide slats. Available in all four colours to match;
- embossed finishes are available in 50mm slats in 3 colours. Smooth finish is available for all 50 and 63mm colours;
- **NewYork** features a more sophisticated 'painted cedar' embossed pattern, while other products tend to use a cheaper and more plastic looking oak emboss, which is also used widely for PVC slat products; and
- the 'painted cedar' embossing allows retailers to present different looking and different price pointed products in a Good / Better / Best scenario to potential buyers, rather than confuse them with similar looking products that have different price points (e.g. PVC versus PS).

Pack quantities

NewYork pack quantities (pieces per pack) are as shown in the table below:

Product	PCS / pack	Mtr / pack
50mm slat (1910mm)	100	191
50mm slat (2700mm)	100	270
63.5mm slat (1910mm)	50	95.5
63.5mm slat (2700mm)	50	135
82mm 'Harbour Bridge' fascia (2700mm)	20	54
50.2mm H-profile Bottom Rail (2700mm)	20	54
63.5mm H-profile Bottom Rail (2700mm)	20	54

Fabrication requirements

There are several considerations for fabricators when using **NewYork**, including:

- standard lengths for cartons of inventory are as below:
 - slat 1910mm and 2700mm
 - valance 2700mm
 - bottom rail 2700mm

- recommended maximum tape spacing is 350mm and maximum end route distance is 150mm.

In general, the full range of **NewYork** product is held by Blindware in all national warehouses, located Melbourne (central warehouse), plus in Brisbane, Sydney and Perth.

Product limitations

While **NewYork** is a high quality product, like any plastic slat product, it can have some limitations in extreme conditions. It is not recommended that very dark colours be installed into west facing windows that receive full sun in extreme temperature locations. **NewYork** is rated at 60C and temperatures in excess of this may cause permanent damage to the product.

Product warranty

NewYork is provided with a two-year warranty.