

2020 Collection Launch

What's New Overview

Buckingham® Collection Updates for 2020

Buckingham® Collection Updates for 2020

- Six new finishes



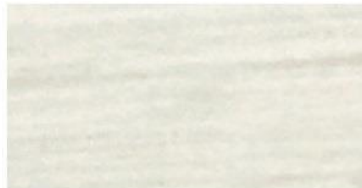
Camden



Castle Rock



Distressed Oak



Moonglow



Sterling



Winterwood

Buckingham® Collection

- Fifteen hand crafted finishes. Six new finishes in 2020.



Aged Gold



Black Gold



Camden



Castle Rock



Cottage White



Dark Walnut



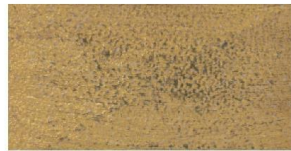
Distressed Oak



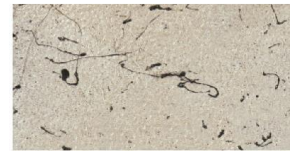
Moonglow



Old World White



Ornate



Shimmer



Slate



Sterling



Venetian



Winterwood

Buckingham® Collection

- Nine new finial styles available in all three sizes; 1 3/8", 2" & 3"



Stamford, Carrington, Harper

Buckingham® Collection

- Nine new finial styles available in all three sizes; 1 3/8", 2" & 3"



Oxford, Aston, Davenport

Buckingham® Collection

- Nine new finial styles available in all three sizes; 1 3/8", 2" & 3"



Concord, Hamilton, Larkin

Buckingham® Collection

- Twenty-five 1 3/8" & 2" finials and endcap styles with twenty-one 3" finial & endcap styles. Nine new styles in 2020.



Aston in Moonglow & Stamford in
Distressed Oak

Carrington in Aged Gold



Buckingham® Collection

- Estate™ Traverse Rods now available in 1 3/8" size
 - Available for use with all 1 3/8" Finials and Endcaps
 - Heavy duty weight bearing track
 - Custom lengths to the nearest 1/8"
 - Cord, Hand/ Baton or Briza™ Motorization Operating Methods
 - Two configuration choices
 - Pleated
 - 16mm ball bearing carriers/slides with three holes for easy pin adjustment and color coordinated
 - Ripplefold™
 - Two sided color coordinated pendants and color coordinated carriers



Buckingham® Collection

- New, Transitional Bracket design available in all three sizes



Buckingham® Collection

- New, Transitional Ring design available in all three sizes



Buckingham® Collection

- Four new holdback styles



Benson, Davenport, Harper, Larkin

Designer Metals™ Collection Updates for 2020

Designer Metals™ Collection Updates for 2020

- Estate™ Traverse Rods now available in 1 3/8" size.
 - Available for use with all 1 3/8" Finials and Endcaps
 - Heavy duty weight bearing track
 - Custom lengths to the nearest 1/8"
 - Cord, Hand/ Baton or Briza™ Motorization Operating Methods
 - Two configuration choices
 - Pleated
 - 16mm ball bearing carriers/ slides with three holes for easy pin adjustment and color coordinated
 - Ripplefold™
 - Two sided color coordinated pendants and color coordinated carriers



Designer Metals™ Collection Updates for 2020

- New 2" fascia for Estate™ Traverse Rods
 - Polished Nickel now available.
 - Fascia is now sold in 8 foot lengths in both the 1 3/8" size and 2" size
 - Finish consistency improvement across components due to new finishing process.
 - Opportunity to limit freight costs and damages in shipping by splicing.



Designer Metals™ Collection Updates for 2020

- New Keystone to cover seam in Estate™ Traverse Rods spliced above 8 feet.



Designer Metals™ Collection

- Inside Mount Socket
 - The Inside Mount Socket has a Quick-Click feature that allows you to mount the sockets as close to the top of the window sill as you like and still be able to insert the rod from the front to cut down on light gap from the top.



Full turn to allow rod to be inserted from front.



Rotate socket to support rod.

Designer Metals™ Collection

- Inside Mount Socket
 - The Inside Mount Socket also allows you to slide the rings over the socket to cut down on light gap from the sides.



Wood Trends™ Collection Updates for 2020

Wood Trends™ Collection Updates for 2020

- Four new, transitional finials in 1 3/8 inch and 2 inch sizes
 - Ethan, Hugo, Miller & Warren



Ethan



Hugo



Miller



Warren

Briza™ Motorization Updates for 2020

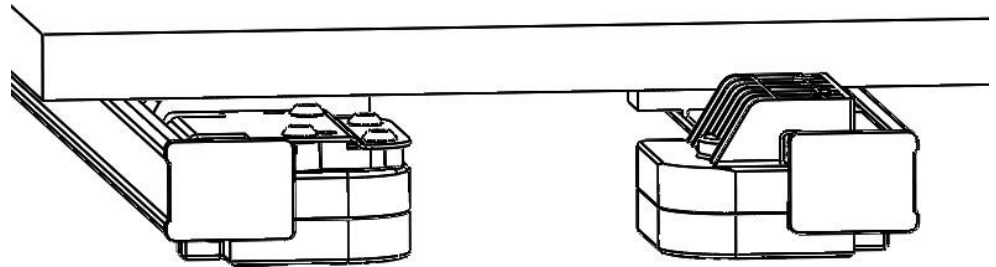
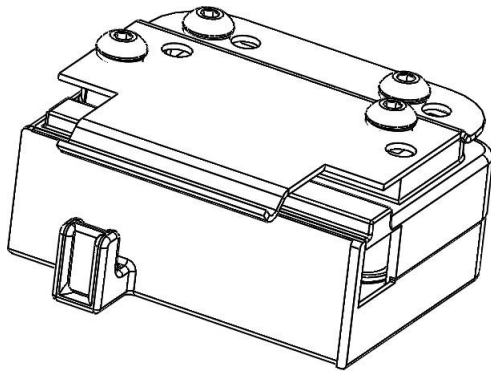
Briza™ Motorization Updates for 2020

- New Neo Smart Controller to allow your draperies to interact with Google Assistant, Amazon Alexa and Control4 integration.
- You can add rooms and draperies to match your home's layout.
- Setting schedules and customizing groups within your home is easy.
- User friendly setup process using Wi-Fi.
- Available for Android iOS or on the Web.



Briza™ Motorization Updates for 2020

- Architrac® Series 94001 Rod Ceiling Mount Motorhead
 - Allows for flush mount to ceiling on Architrac Series 94001 Briza

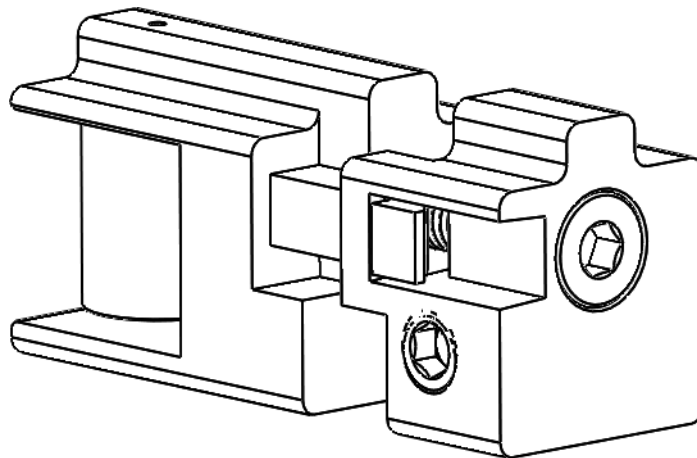


New Ceiling Mount

Old Ceiling Mount

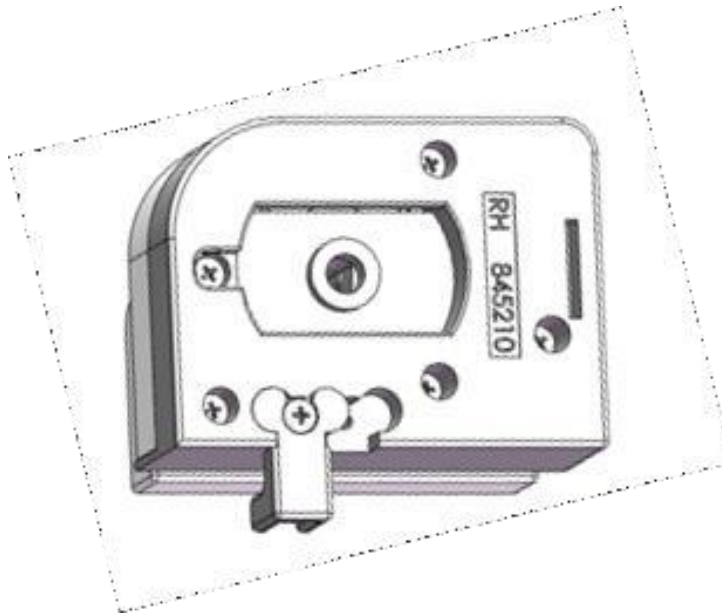
Briza™ Motorization Updates for 2020

- Return End Pulley with adjustable tension
 - Allows for easy belt tension adjustments at install
 - Internal component more appealing on one-way draw



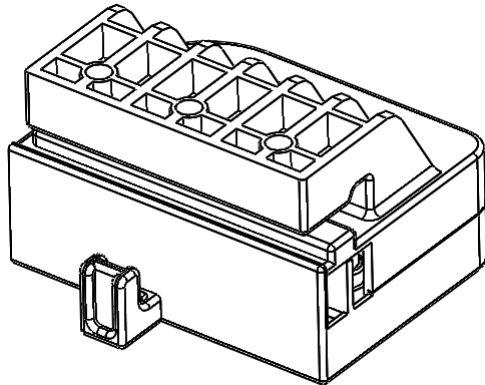
Briza™ Motorization Updates for 2020

- Adjustable Motor Adapter carrier stop
 - Can be adjusted to 'lock in' either 16mm or 25mm carrier
 - Can be removed to add or remove pleated carriers

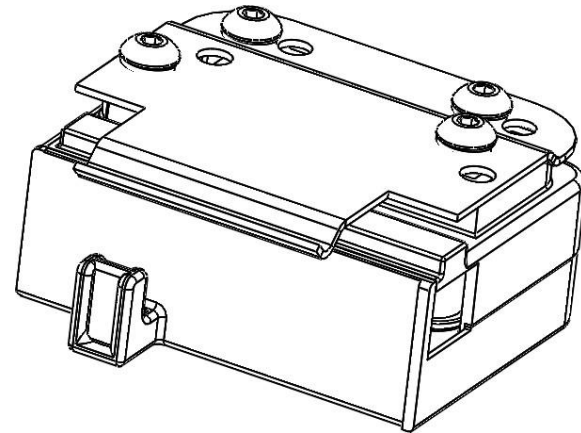


Briza™ Motorization Updates for 2020

- Somfy® MotorheadAdapter
 - Allows you to connect a Somfy motor to your Estate™ Traverse Rod or Architrac® Series 94001 Rod.



Estate Somfy Motorhead Adapter



Architrac Somfy Motorhead Adapter

Briza™ Motorization Updates for 2020

- Briza™ Motorization pricing has been changed to be charged as an upcharge item instead of by the foot.
- The remote control is no longer included in the price with Standard Briza Motorization Upcharge.

HAND/BATON OR CORD OPERATION WITH SELECTED CARRIERS

UNIT OF MEASURE	DEALER COST	MSRP
FOOT	\$39.00	\$77.00

To determine the price of your Estate™ Decorative Traverse Rod with Briza™ Motorization, determine the per foot cost of a standard rod with selected carriers above, then select the Briza™ Motorization option of your choice below and add the upcharge amount to the per foot cost total.

BRIZA™ MOTORIZATION UPCHARGE Remotes not included. Order all remotes separately.		BRIZA™ MOTORIZATION WITH NEO SMART CONTROLLER UPCHARGE		BRIZA™ MOTORIZATION WITH SOMFY® DRAPERY MOTOR ADAPTER UPCHARGE*	
DEALER COST	MSRP	DEALER COST	MSRP	DEALER COST	MSRP
\$500.00	\$1,050.00	\$710.00	\$1,491.00	\$150.00	\$315.00

*Does not include Somfy® motor.

Briza™ Motorization Updates for 2020

- Clarification on non-motorized pricing v. motorized pricing
- \$500 dealer upcharge to ANY Estate rod

Designer Metals™ 1 3/8" Estate™ Standard Rod	
Track Size: 10 foot	
Dealer Cost	MSRP
\$320.00	\$610.00

Designer Metals™ 1 3/8" Estate™ Rod with Somfy Upgrade	
Track Size: 10 foot	
Dealer Cost	MSRP
\$470.00	\$925.00

Designer Metals™ 1 3/8" Estate™ Briza Motorized Rod	
with Remote Control added	
Track Size: 10 foot	
Dealer Cost	MSRP
\$875.00	\$1,781.42

Designer Metals™ 1 3/8" Estate™ Briza Motorized Rod with Neo SmartController	
with Remote Control added	
Track Size: 10 foot	
Dealer Cost	MSRP
\$1,085.00	\$2,222.42

- Savings from 2020 pricing vs. 2019 Pricing

8 Foot CTMRod	2019 Dealer Cost	2020 Dealer Cost (approx.)	Decrease
Architrac® Series 94001 Rod	\$840.00	\$616.00	-27%
Designer Metals™ Estate™ Rod	\$997.00	\$788.00	-21%
Chroma Estate™ Rod	\$1,210.00	\$948.00	-22%

Estate™ Traverse Rods Collection Updates for 2020

Estate™ Traverse Rods Collection Updates for 2020

- Buckingham® and Designer Metals™ Estate Traverse Rods now available in 1 3/8" size.
- New Varia fascia for Estate Traverse Rods



Estate™ Traverse Rods Collection Updates for 2020

- New Varia fascia for Estate Traverse Rods available in 12 stunning patterns and colors.



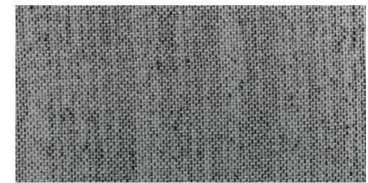
Pure Gold



Pure Silver



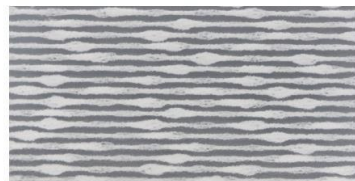
Hem Thames



Hem Tetons



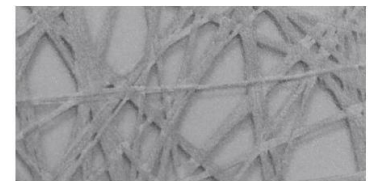
Hem Ashland



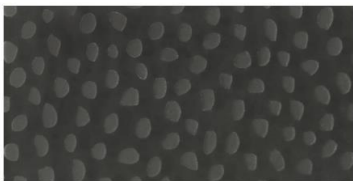
Flock Cotton 2



Connection Mini Pure



Connection Mini Gray



Hint Spotted



Fray Baltic



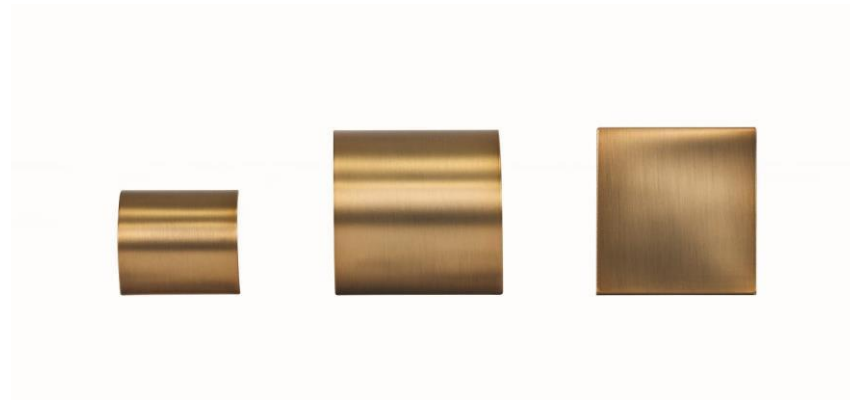
Fray Smoke



Strand White

Estate™ Traverse Rods Collection Updates for 2020

- New 2" fascia for Estate Traverse Rods for Designer Metals™
 - Polished Nickel also available.
 - Fascia is now sold in 8 foot lengths in both the 1 3/8" size and 2" size
 - Finish consistency improvement across components due to new finishing process.
 - Opportunity to limit freight costs and damages in shipping by splicing.
- New Keystone to cover seam in Estate Traverse Rods.
 - Rounded in 1 3/8" & 2" sizes and Flat in 2" size.



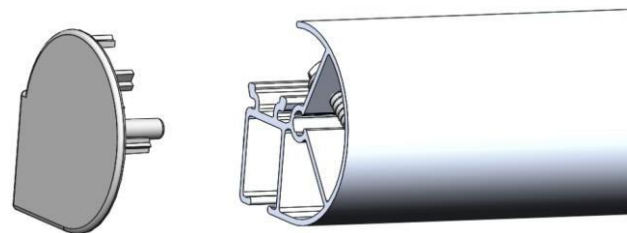
Architrac® Collection Updates for 2020

Architrac® Series Updates for 2020

- Newly designed Butt Master Carrier
 - Creates consistent spacing on first pleat regardless of fullness.
 - Allows Butt Master to travel to the end of the rod on one-way draw applications.



- Endcaps for Architrac K-Rail Series Rods
 - Perfect for K-Rail rods sold without finials, offered in four colors.



Marketing Updates for 2020

Marketing Updates for 2020

- New Buckingham® Portfolio with all 15 finishes; KDH20-155
- New Varia Portfolio with all 12 finishes; KDH20-180




Marketing Updates for 2020

- New brochures to highlight additions to the collections
 - Buckingham® Brochure KDH20-200
 - Designer Metals™ Brochure KDH20-300
 - Wood Trends™ Brochure KDH20-500
 - Collections/ What's New Brochure KDH20-750
 - This brochure has changed for the 2020 launch and only highlights What's New for 2020. It is not an overview of every collection.




Website Update for 2020

- We will be making the Drapery Hardware Collection section of the website more in depth with product gallery and items overview

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Shown in Brushed Bronze

[Download Tearsheet](#)

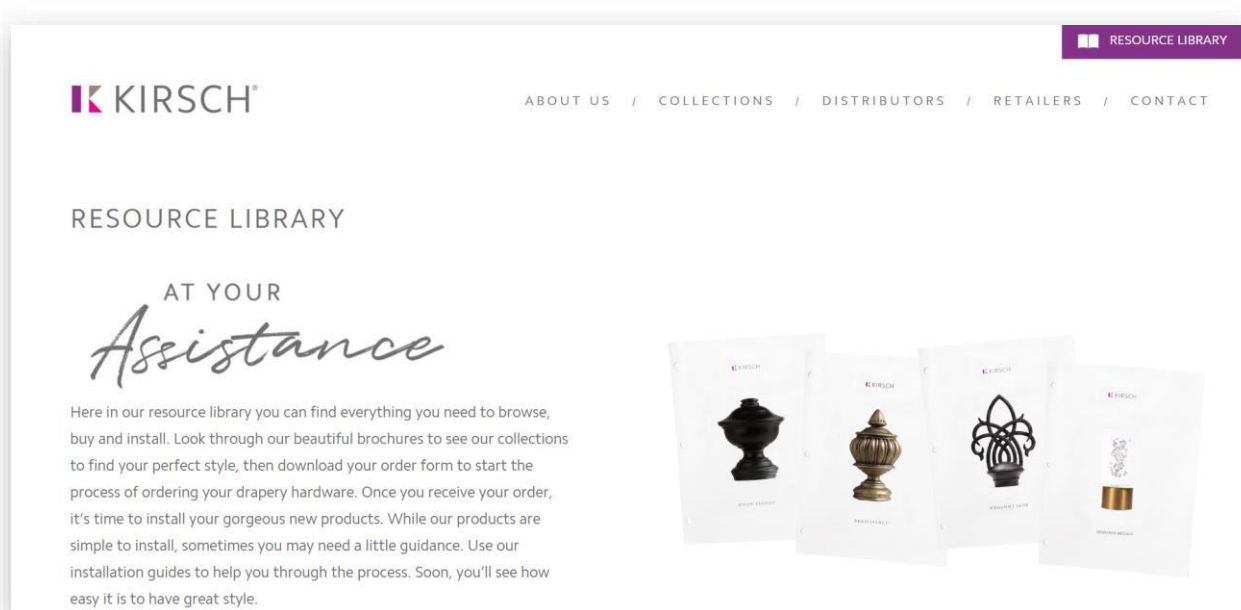
Elmore Finial

The Elmore Finial is perfect and beautiful and pairs well every style. Good design demands perfection, and perfection shines through the Kirsch Designer Metals Collection. With an expansive assortment of sophisticated styles and striking finishes, each piece is designed with thoughtful details to compose a dramatic statement for your home. It becomes an impressive visual narrative of pure brilliance, as well as a reflection of exceptional taste displayed in a dazzling manner.

Finishes

				
Polished Nickel	Satin Nickel	Antique Silver	Oil Rubbed Bronze	Black
				
Brushed Bronze	Gilded Bronze	Caramel		

Kirsch.com – Resource Library



- <https://www.kirsch.com/drapery-hardware-resource-library#15-warranty>
- The place to find all up to date marketing materials in electronic format.
 - Collection Brochures, Installation Instructions, Product Spec Sheets, One Page Training Documents and more!

Product Tear Sheets

- Tear Sheets will be added to Resource Library for each item in the decorative collections.
- Provides detailed information on each item including sizes and colors.



Buckingham® Collection
Finial: Icarus



Shown in Black Gold. Available in all colors.

Available Sizes & Dimensions



3" ICARUS
8"D x 4 1/4"H x 4 1/4"W



2" ICARUS
8"D x 4 1/4"H x 4 1/4"W



1 1/2" ICARUS
8"D x 4 1/4"H x 4 1/4"W



Kirsch 2020 Price Guide Overview

- Front spread has an overview of “What’s New” for 2020



Kirsch 2020 Price Guide Overview

- The Table of Contents has more in depth explanation to make items easier to find.

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Kirsch 2020 Price Guide Overview

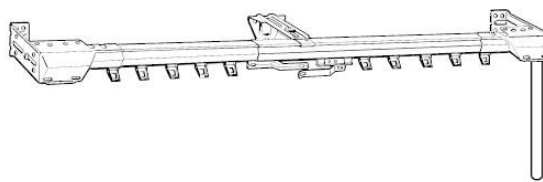
- All new items for 2020 have the NEW icon in the top, left hand corner.

ITEM	PRODUCT NO.	FINISH
<div>NEW</div> <div>Aston</div>  <p>DIMENSIONS: see guide below Depth (A): 2½" Height (B): 2⅛" Width (C): 2⅛"</p>	292170701	Aged Gold
	292170709	Black Gold
	292170753	Camden NEW
	292170754	Castle Rock NEW
	292170751	Cottage White
	292170856	Dark Walnut
	292170755	Distressed Oak NEW
	292170756	Moonglow NEW
	292170791	Old World White
	292170805	Ornate
	292170855	Shimmer
	292170749	Slate
	292170757	Sterling NEW
	292170131	Venetian
	292170758	Winterwood NEW

Kirsch 2020 Price Guide Overview

- More information was added to the Basic Drapery Hardware section to clarify Clearance, Return and Projection.

Single Traverse Drop-In | Split Draw



CLEARANCE | 2" - 3"

RETURN | 2½" - 3½"

PROJECTION | 3½" - 4½"

- Café Rods, Tension Rods, Sash Rods and their components were split into their own sections under Miscellaneous Basic Drapery Hardware.

Miscellaneous Components

Cafe Rods

ITEM	PRODUCT NO. & FINISH		DESCRIPTION	QTY PER BOX	FULL PACK PRICE	BROKEN PACK PRICE	MSRP
	1420B063	Brass	¾" Eyelet Cafe Rings 14 per Bag	20 BG BOX	\$1.98	\$2.70	\$4.38
	1424B063	Brass	¾" Clip-On Cafe Rings 14 per Bag	10 BG BOX	\$3.00	\$4.26	\$6.63
	1441B063	Brass	1" Molded Plastic Cafe Rings 14 per Bag	10 BG BOX	\$4.46	\$6.16	\$9.85
	1940421	White with Brass Endcaps	7/16" Cafe Rod 28" - 48"	15 PC BOX	\$3.89	\$5.46	\$8.59
	1940422	White with Brass Endcaps	7/16" Cafe Rod 48" - 86"	10 PC BOX	\$5.04	\$7.04	\$11.13



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