



Wood Blinds with Cordless Lift and Wand Tilt
SMOOTH FINISH | Rich Walnut W2-133



WHY CHOOSE OUR WOOD & FAUX WOOD BLINDS?

In a word, **craftsmanship**. Our blinds are built from carefully inspected slats and components engineered to last. Combined with our **elite color line** and **attention to detail** (i.e., hand-finished valance returns), our blinds are nothing short of masterful. **Decorative collections** in both programs help set us apart — and will help you stand out, too.

WOOD & FAUX WOOD BLINDS

1. CLASSIC COLLECTIONS

Smooth Finish Wood in timeless stains, whites and soft neutrals, add up to 30 irresistible choices.

Coastal Wood features a distinctive wire-brushed finish with textural appeal, available in six weathered colors.

Faux Wood offers the look of wood with the care-free upkeep of vinyl. 12 selections including whites, neutrals, grays, and wood tones.

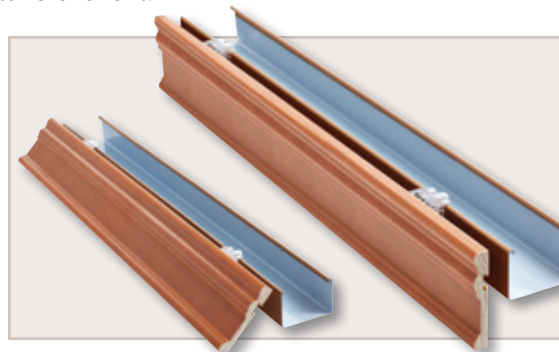
Premium Grain Faux is an exquisite decorative collection with a beautiful wood grain print in eight inviting colors. A definite wow factor!

2. NOTEWORTHY INNOVATIONS

Cordless Lift & Lock™ offers cordless lift and lower operation with a simple push of a bottomrail button. When used in conjunction with the wand tilt, blinds are Certified Best for Kids.



Magnetic valance attachment system installs easily, adjusts conveniently, and stays secure for peace of mind. Installers love it.



3. QUALITY CRAFTSMANSHIP

Valance returns are glued and finished by hand, assuring a beautiful mitered corner look — with time-saving installation, too.

Metal components in headrail are engineered for smooth operation and longer life.

Improved component color coordination contributes to a more upscale custom appearance.

SAMPLE BOOK

- Clean, high-style design helps build customer confidence in brand
- Soft, easy-carry handles

PHOTO BOOK

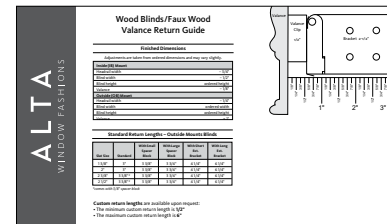
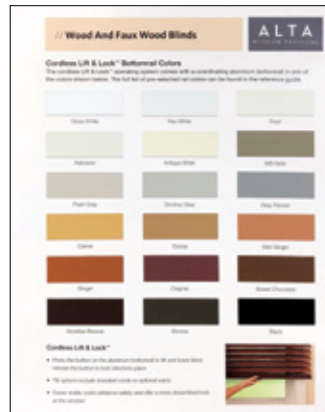
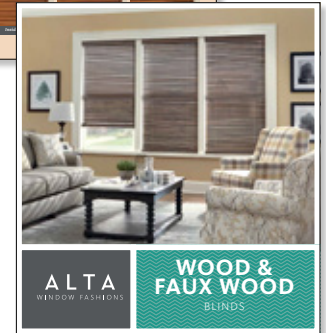
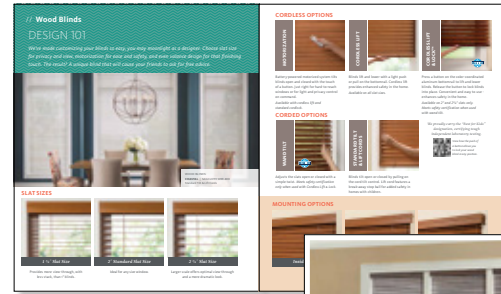
- On-trend inspirational photos with quick-reference identification
- Control and design option images help simplify decision making
- At-a-glance summary chart for easy product reference

DECKS

- Easy-to-view slat and tape decks, plus removable valance deck featuring actual size samples of our multiple options

EXTRAS!

- Cordless Lift & Lock rail coordination guide with actual color chips allows customer to view rail and slat coordination
- Valance Return Guide, printed on clear poly, is a valuable on-site measuring tool with handy specification info



KEY TAKE AWAYS *for Alta Wood and Faux Wood Blinds*

- 1. Wood and Faux Wood Collections** with well over 50 SKUs, including wire-brushed finish Coastal wood and Premium Grain faux wood.
- 2. Cordless Lift & Lock**, combined with wand tilt, is Certified Best for Kids.
- 3. Valance Returns** are glued and finished by hand for a perfectly beautiful accent to blinds.
- 4. Innovative Magnetic Valance Attachment System** installs easily, adjusts conveniently, and stays secure for peace of mind.
- 5. Metal Components** Cordlock, tilter and barrels inside the headrail are metal, not plastic, for better performance and longer life.

