



ALTA
WINDOW FASHIONS

SHADES
ROLLER // PANEL TRACK // ROMAN



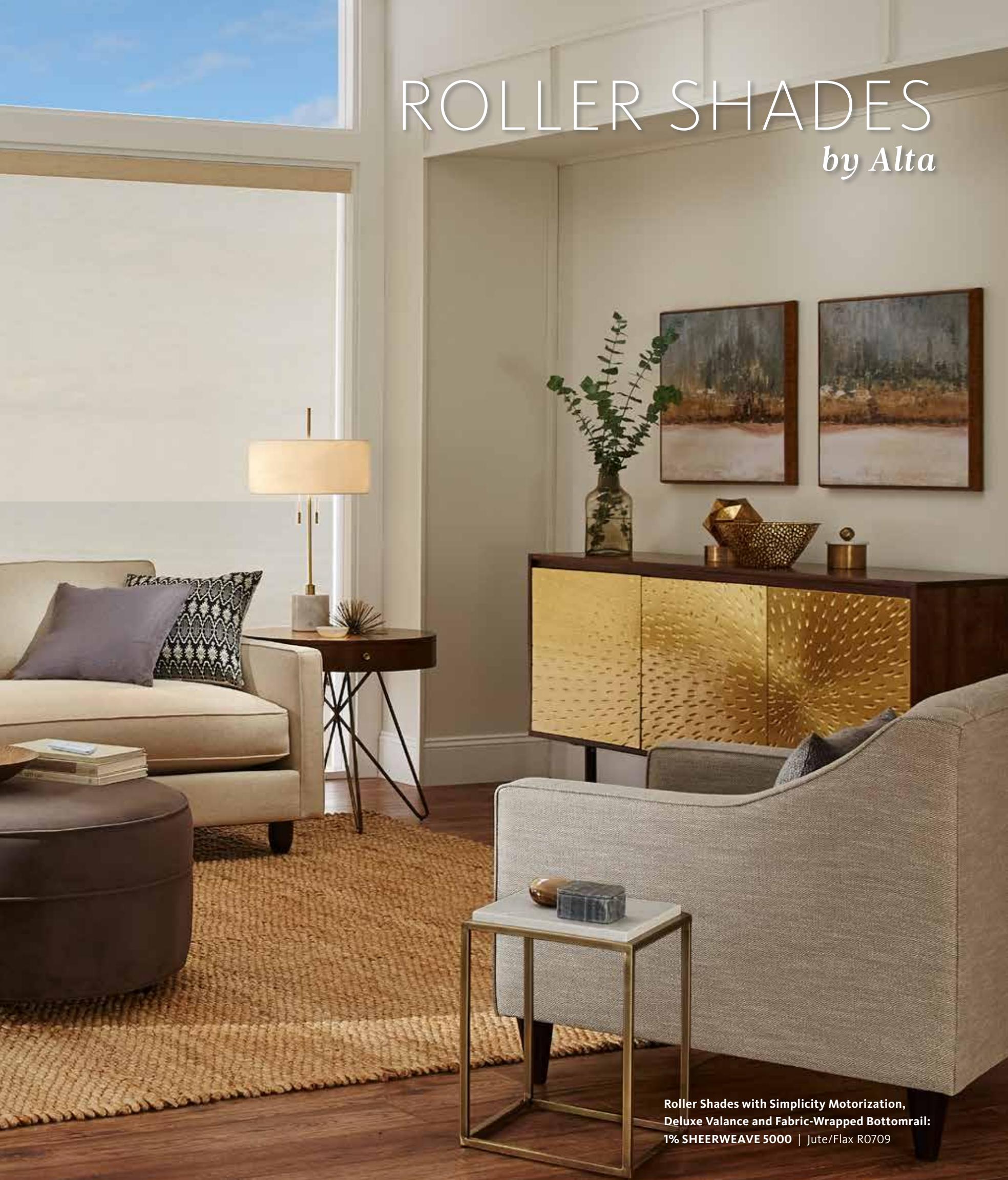
design simplified[™]

Nothing gives a more finished or tailored look than a single, neat shade that has the potential to completely disappear, allowing your stunning architecture—or that ocean view—to take front stage. Whether sleek white on white, or a deliciously textured woven mesh, roller shades have been around for over 135 years for a reason. In a word, reliable.

Let's go window shopping.

ROLLER SHADES

by Alta



Roller Shades with Simplicity Motorization,
Deluxe Valance and Fabric-Wrapped Bottomrail:
1% SHEERWEAVE 5000 | Jute/Flax R0709



**Roller Shades with TouchLift Cordless, Deluxe
Valance and Heat-Sealed Hem Bar:
3% SHEERWEAVE 2410 | Charcoal/Alpaca R0609**



Roller Shades with Motorization, Cassette Valance
and Fabric-Wrapped Bottomrail:
5% M SCREEN DECO | River Rock R6102

YOUR
WINDOW.
YOUR
POINT
OF VIEW.

*Customize. Motorize.
Prioritize. It's all up to you.*

WHY OUR SHADES?

- Both minimal and classic, with more than 250 different fabrics, there isn't a style we can't complement.
- Breathe easy. Our Greenguard Gold certified fabric selections ensure low emission levels, and others offer anti-microbial properties that resist the growth of bacteria, mold and mildew.
- Choose TouchLift Cordless or RemoteLift™ motorization on roller shades to keep your home both safe and serene.
- Already have beautiful draperies? Add shades for increased light control.
- Outside, our exterior shades stand up to Mother Nature, blocking intense heat yet keeping the view. Like magic.

LINE OF VISION

Four styles. Hundreds of design combinations. One perfect solution.

ROLLER SHADES

- Minimalists rejoice. Nothing offers a more contemporary, clean line.
- Maximum UV efficiency to protect your heirlooms and block harsh sunlight.
- Keep rock star hours? Add side and bottom channels and eliminate light leaks.



ROMAN SHADES

- The relaxed folds cascade — rather than roll—from the headrail, adding depth and dimension.
- Add a beautiful horizontal counterpoint to a second treatment of vertical drapes. Luxurious and practical.



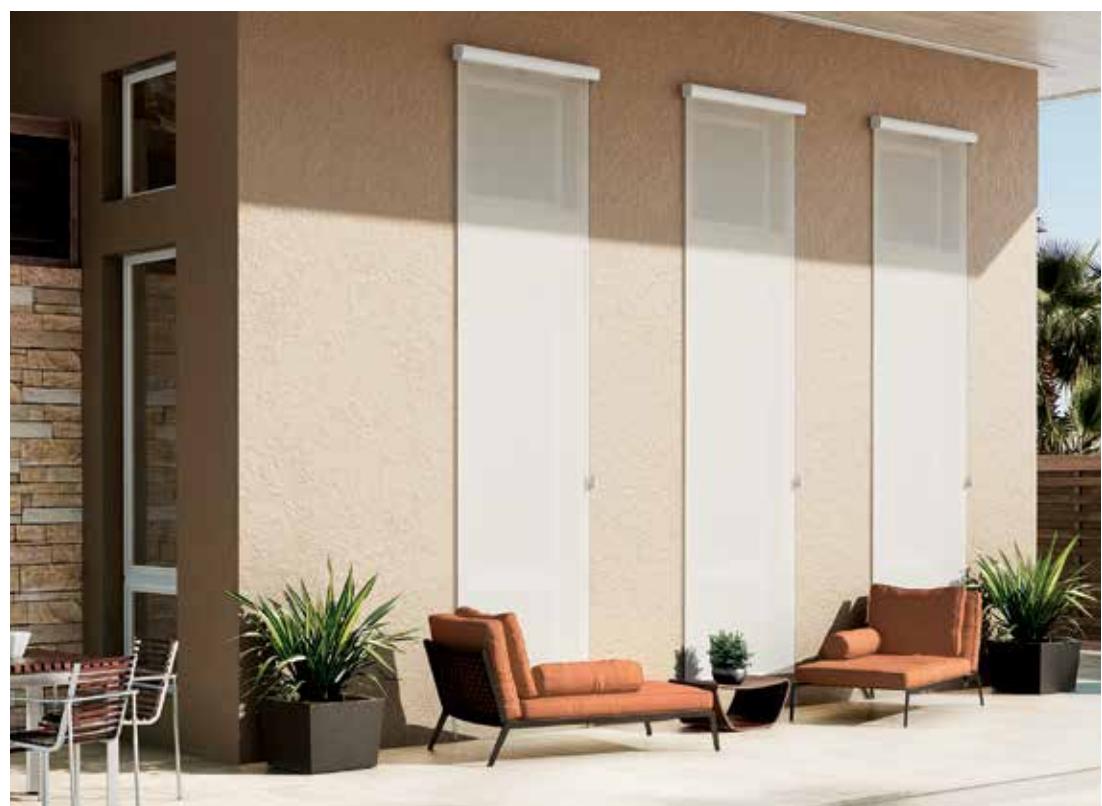
PANEL TRACK SHADES

- Keep it coordinated with doors and windows in the same room.
- Pro trick—use as a room divider and carve out some private space.
- Go ahead, customize the number of panels and we'll ensure the overlapping proportions.



EXTERIOR SHADES

- Super energy-efficient with fabrics that can block up to 99% of the sun's damaging UV rays.
- Stands up to whatever Mother Nature can dish out. Mildew-resistant, corrosion-resistant, and flame-retardant.



FABRICS: THE ESSENTIALS

The choices are as varied as night and day.



screen fabrics

- Retain your view—even when down—of things you want to see.
- Reduce glare, filter harmful UV and still get soft, diffused incoming light.



decorative fabrics

- Nubby linens, canvas and exotic grass-like weaves disperse light with style.
- Dynamic design with classic functionality.
Game. Set. Match.



blackout fabrics

- Perfect for media rooms, photography studios and plain ol' bedrooms.
- Help keep inside temperatures—and utility costs—where you want them.



vinyl fabrics

- Feature the ultimate in privacy, light blocking, durability and value.
- Care-free maintenance; a little soap and water and call it a day.

SCREEN OPACITY AND PRIVACY

More view? 10% screen. Minimal view? 1% screen. And a couple of choices in between.



privacy, please

Even the most densely woven screen fabrics will not provide 100% privacy at night with interior lights on. If privacy matters, step away from the screens...



consider color

Choose a dark color for dramatic contrast, crisp view and reduced glare on brightly lit windows. A light color choice deflects heat and light which increases energy efficiency, but softens the view.

// Roller Shades



Roller Shade with TouchLift Cordless and Separate Valance
5% M SCREEN DECO | Harvest Wheat R6104

OPERATING SYSTEMS

CONTINUOUS LOOP CONTROL



TOUCHLIFT CORDLESS



REMOTELIFT™ OR SIMPLICITY MOTORIZATION



Raise shades with ease and convenience. The beaded chain loop remains the same length no matter where you position the shade. The specially designed cord tensioner eliminates dangling chain for enhanced child safety.

Shades lift gently and automatically with a slight tug on the rail; pull down to lower. By eliminating cords, this system is also ideal in homes with children and pets. Shades feature a white or black mounting rail. (Note: Fabric-wrapped bottomrails feature frosted handles to protect fabric.)

Choose from two battery-operated motorized systems that lift and lower shades with the touch of a button. RemoteLift is ideal for larger format shades, while the affordable Simplicity system (radio frequency only, shown above) works on shades of average size. Either is a good solution for hard-to-reach windows. A hardwired option is also available.

MOUNTING OPTIONS



flush inside mount



inside mount



outside mount

(Note: Limited window depth)

VALANCES AND HEADRAIL



The standard shade comes without a valance or headrail.



CASSETTE VALANCE



FASCIA



DELUXE VALANCE



Matching fabric slides through grooves on this valance to yield a streamlined, coordinated look. It also has a dust cover to protect the shade.



FABRIC VALANCE



POCKET HEADRAIL



This aluminum pocket headrail conceals and protects the shade mechanism. Available in White or Anodized Aluminum. (Note: Photo includes the side channel option that offers enhanced light control and energy efficiency.)

SHADE STYLES

REGULAR ROLL



Comes standard and has no top or valance treatment.
Reduces light gaps as it rolls close to the glass.

REVERSE ROLL



Shade rolls in a reverse direction away from the glass to conceal roll and roller mechanism.

SHADE CONFIGURATION

TWO-ON-ONE
CASSETTE VALANCE



Two shades operate independently under one continuous cassette to fit wider windows and doors.

BOTTOM BARS



fabric-wrapped bottomrail

Standard



heat-sealed hem bar

Optional



deluxe bottomrail

Optional



**Roller Shades with Cassette Valance, RemoteLift
Motorization and Deluxe Bottomrail:
SUNSCREEN 7000 | Onyx R1103**

// Exterior Shades



Exterior Roller Shades with Large Cassette and Cable Guide System:
3% E SCREEN | White/Pearl R8105

OPERATING SYSTEM

CLUTCH WITH STAINLESS STEEL BEADED CHAIN

Specifically designed for exterior use, this system is corrosion-resistant for smooth, durable performance.

SHADE STYLES

OPEN REGULAR ROLL

Comes standard and has no top or valance treatment.

REVERSE ROLL

Conceals roll and roller mechanism.

MOUNTING OPTIONS

INSIDE MOUNT

OUTSIDE MOUNT

VALANCES

LARGE CASSETTE

The sleek, generously sized cassette hides the roller mechanism and provides a finished look.

POCKET HEADRAIL

Aluminum pocket headrail conceals and protects the shade mechanism. Available in White or Anodized Aluminum.

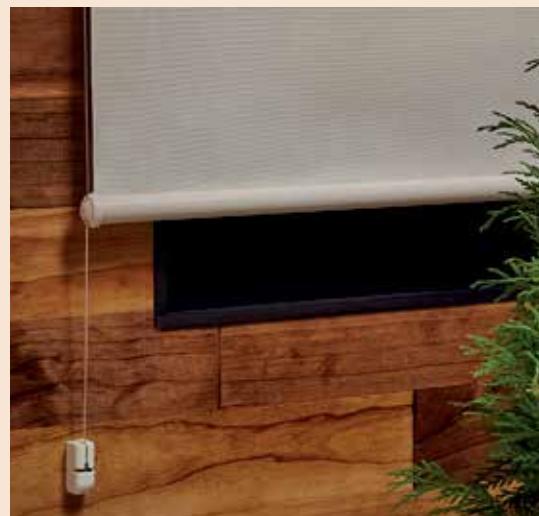
BOTTOM BARS

WITH CABLE GUIDE

Shade (shown below) comes with round profile aluminum bottom bar in White, Vanilla or Bronze.

WITHOUT CABLE GUIDE

Shade comes with a bottom hem.



cable guide

// Roman Shades



Roman Shades with Continuous Cord Control:
5% M SCREEN DECO | Tumbleweed R6103

OPERATING SYSTEMS



standard cordlock



continuous loop control

This system features a locking mechanism to control the position of the shade and comes with cord cleats to help keep dangling cords out of the reach of children and pets.

The cord loop raises and lowers the shade, and remains the same length no matter where the shade is positioned.

MOUNTING OPTIONS

INSIDE MOUNT

OUTSIDE MOUNT

Features valance returns to provide a more finished appearance.

VALANCES

STANDARD

Comes with 6" matching valance constructed from same material as the shade.

SHADE CONFIGURATION

TWO-ON-ONE HEADRAIL

Two shades on one headrail operate independently of each other. Provides a clean, continuous look to fit wider windows and doors.

// Panel Track



Panel Track Shades with Continuous Loop Control:
1% SHEERWEAVE 5000 | Jute/Coffee R0708

OPERATING SYSTEMS

CONTINUOUS LOOP CONTROL



Pull on cord to slide panels open and closed. Can stack right or left.

WAND DRAW



Open and close panels using a single, stationary wand.

STACK CONFIGURATIONS



left or right stack

Panel Track is available in a left or right stack or split with the panels stacking left and right.

TRACK AND VALANCES

TRACK WITHOUT VALANCE



White track system is standard on all panel track shades; a valance is not included.

FABRIC VALANCE



Optional fabric valance is mounted on a wood dust cover and conceals track mechanism.

DELUXE VALANCE



Matching fabric slides through grooves to yield a streamlined, coordinated look.

BOTTOM BARS



fabric-wrapped bottomrail

Optional



heat-sealed hem bar

Standard



deluxe bottomrail

Optional

MADE TO ORDER. EVERY TIME.

Your unique needs and your unique style. We've got you covered.

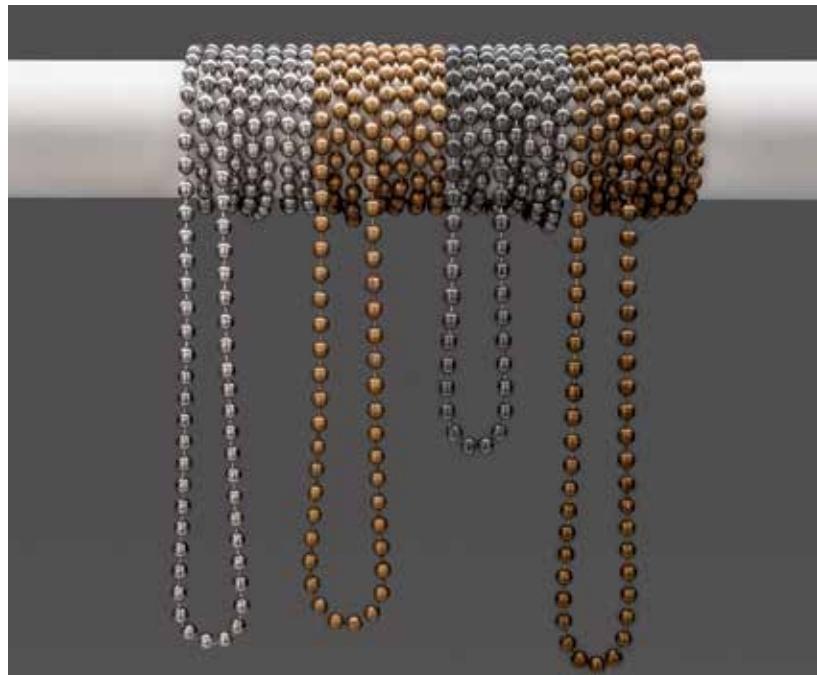


Roller Shades with Cassette Valance and Fabric-Wrapped Bottomrail:

1% SHEERWEAVE 5000 | Jute/Flax R0709

OTHER OPTIONS

METAL BEADED CHAIN



Colors (L to R): Nickel, Antique Brass, Stainless Steel, Oil-Rubbed Bronze. White and Black not shown. See the accessories book for choices.

PLASTIC BEADED CHAIN



Colors (L to R): Black, Vanilla, White, Bronze. See the accessories book for choices.

SIDE AND BOTTOM CHANNELS



Aluminum channels prevent light leaks around the edges and bottoms of shades, and also help insulate when paired with blackout material. Available in White or Anodized Aluminum.

DUAL MOUNT



Two shades in one—to achieve greater light control, mount two separate shades of different opacities on one application.

SHADES by Alta



	ROLLER	ROMAN	PANEL TRACK
CONTROL AND DESIGN OPTIONS			
Continuous Loop Control	✓	✓	✓
TouchLift Cordless	✓		
Standard Cordlock		✓	
Wand Draw			✓
Spring Assist Clutch Control	✓		
RemoteLift™ Motorization	✓		
Simplicity Motorization	✓		
Hard-Wired Motorization	✓		
Two-on-One	Cassette	✓	
Fabric-Wrapped Bottomrail	✓		✓
Heat-Sealed Hem Bar	✓	✓	✓
Deluxe Bottomrail	✓		✓
Cable Guide System with Aluminum Bottom Bar	Exterior Shades		
Side and Bottom Channels	✓		
VALANCES AND HEADRAILS			
Cassette Valance: Small	✓		
Cassette Valance: Medium	✓		
Cassette Valance: Large	✓		
Fascia: 3"	✓		
Fascia: 4"	✓		
Deluxe Valance	✓		✓
Fabric Valance	✓		✓
Pocket Headrail	✓		



Scan this code to see a digital version
of the most current options matrix.

ALTA
WINDOW FASHIONS

AND DID WE MENTION?

Alta stands by our products with a Limited Lifetime Warranty.



Panel Track Shade with Wand Draw:
MONTERO | Java Coast RF4201

design simplified[™]

www.altawindowfashions.com

On front cover

Roller Shades with TouchLift Cordless and Deluxe Bottomrail:

MORAVIA | Coastal RF8602