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Drapery Hardware and Drapery Applications



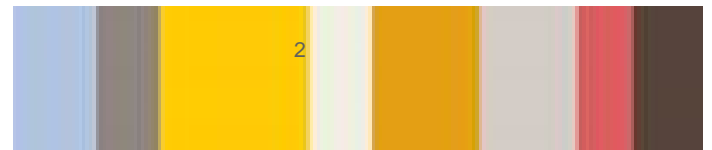
Training Overview



- » What Questions to Ask When Selling Hardware
- » Understand When to Use What Types of Hardware
- » Group Drapery Style with Drapery Hardware
- » Customer Scenarios



This look requires a pole, rings, finials & brackets.

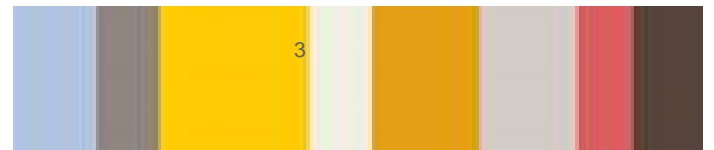


What Questions To Ask?



1. Will the drapery hardware be visible or will it be concealed?
2. Is the consumer wanting to open and close their draperies or do they want stationary panels?
3. What is the width, height and weight of the drapery treatment?
4. What heading style is your drapery?

Now Let's Learn the Answers....



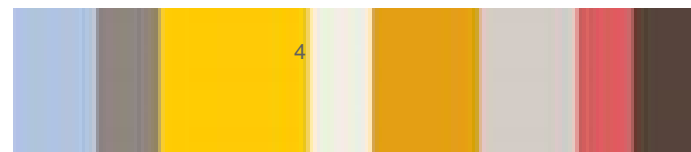
Will the drapery hardware be visible or will it be concealed?

» Answer - Concealed

- If the hardware is being completely concealed by the fabric or treatments, consumers can use basic drapery hardware
- Think of this as a foundation or skeleton for the treatment
- Basic Drapery Hardware should NEVER be seen

» Answer – Visible

- When hardware is meant to be seen, the consumer needs Decorative Drapery Hardware
- Decorative Drapery Hardware is meant to be “part of the show” and add to the treatment’s overall style

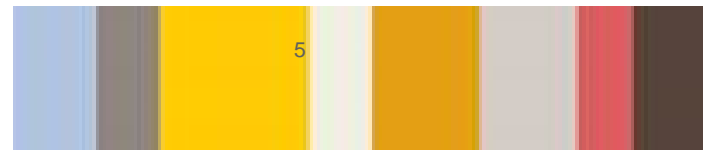


Basic vs. Decorative Drapery Hardware



Basic Hardware

- » Always concealed by either the fabric or another treatment
- » Also known as “White Goods”
- » Great when multiple treatments are stacked together (called “layering”)



Basic vs. Decorative Drapery Hardware

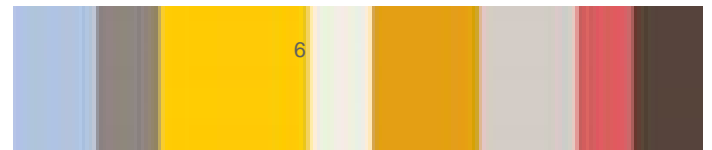
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Basic Hardware In Use

- » Photograph shows a basic traverse rod underneath a Swag & Cascades valance that is board mounted.
- » Since No hardware is visible, it would be a waste of money to use decorative.



This look requires a basic traverse rod and Swag & Cascades valance.



Basic vs. Decorative Drapery Hardware



Basic Hardware In Use

- » Photograph shows a basic traverse rod underneath a recess in the window.
- » Since No hardware is visible, it would be a waste of money to use decorative.



This look requires 3 basic traverse rods.



Basic vs. Decorative Drapery Hardware

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» Images and quick description of decorative hardware....



Basic vs. Decorative Drapery Hardware

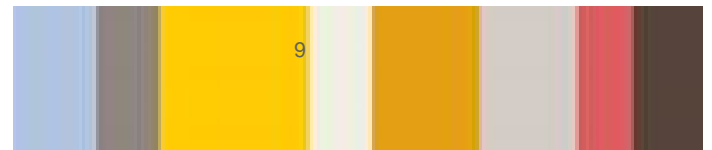
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Decorative Hardware In Use

- » Photograph shows a decorative wood rod with draperies.
- » Now the rod is not only playing a functional role (holding the drapery) but it is also providing a beautiful contrasting color to the wall.



This look requires poles, rings, finials & brackets.



Basic vs. Decorative Drapery Hardware

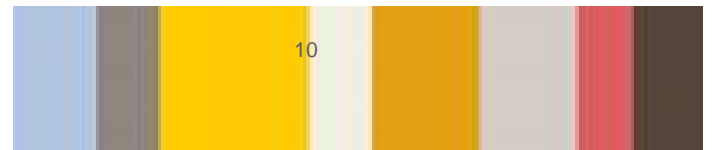


Decorative Hardware In Use

- » Photograph shows a decorative wood rod with draperies.
- » Here, the drapery hardware is accentuating other wood used in the room.



This look requires poles, finials & brackets.



Does the consumer want to open and close their draperies or do they want stationary panels?

» Answer – Open & Close (aka Traversing)

- This is a more functional style of drapery
- Traversing can be achieved with a cord draw or a wand/hand draw depending on the hardware selected

» Answer – Stationary Panels

- This is a more decorative style of drapery adding a “finishing touch” and dimension to the room
- An ideal recommendation to cover light gaps on inside mount blinds and shades.
- Sometimes referred to as “panels” or “pairs”



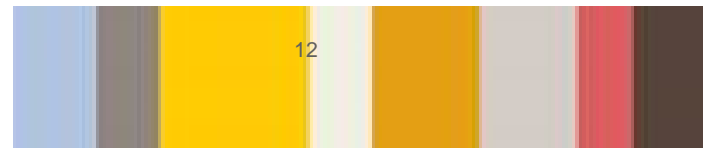
Traversing vs. Stationary

Traversing Treatments

- » Traversing treatments can be:
 - cord draw
 - wand draw
 - hand draw
- » Drapery can be operated to provide privacy and room darkening
- » Popular for sliding glass doors
- » Can be achieved with decorative or basic hardware



This look requires a decorative traverse rod.



Traversing vs. Stationary

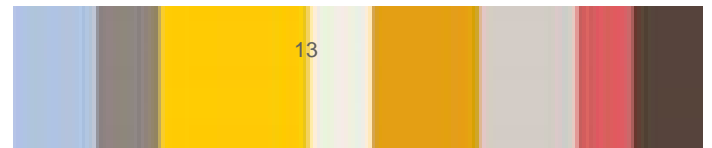
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Stationary Treatment

- » Draperies are not meant to be moved...They are truly the crowning touch on any room
- » Very popular style for windows with existing hard treatments: blinds, shades or shutters
- » Great suggestion to cover “light gaps” left by inside mount blinds or shades



This look requires poles, rings, finials & brackets.



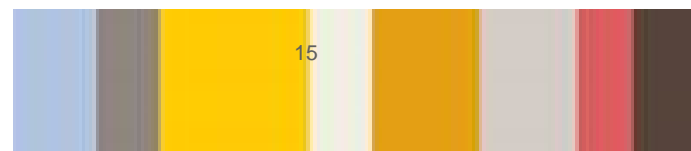
Knowledge Check #1

- » What type of hardware do “white goods” fall into, basic or decorative?
- » Can a decorative rod be traversing?
- » Can a basic rod be traversing?
- » When would you recommend a basic rod rather than a decorative rod?



Knowledge Check #1 - Answers

- » What type of hardware do “white goods” fall into, basic or decorative? *Basic*
- » Can a decorative rod be traversing? *Yes*
- » Can a basic rod be traversing? *Yes*
- » When would you recommend a basic rod rather than a decorative rod? *I would recommend a basic rod over a decorative rod if the rod will completely covered by either the fabric or another treatment like a cornice or valance. In these layered looks the hardware that is underneath the top treatment doesn't need to be pretty, just functional.*



What is the width, height and weight of treatment?

Determining drapery weight is a key to selecting the correct pole:



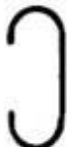


- » Heavier fabrics need “heavy” rods
- » Manufacturers typically provide rod “performance data” that specifies the weight per foot the pole is designed to hold
- » An example of this specification page from Kirsch looks like...



APPENDIX

Track System Selection & Performance Data

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Style	Description	Mount	Draw	Max. Track Set Length (ft.)	Max. Fabric Weight (lbs.)	lbs. per ft.
 Superfine Empire	Superfine or Empire Pinch Pleats, Cord Draw 3000	Ceiling, Wall	One-Way Draw	15	15	1
			Two-Way Draw	25	20	0.80
	Regular Pinch Pleats, Cord Draw Can be angular bent using 8" radius or circular curved. 9000	Ceiling, Wall	One-Way Draw	16	20	1.25
			Two-Way	32	30	1.94
	Heavy Duty Pinch Pleats, Cord Draw Can be angular bent using 8" radius or circular curved. 9003	Ceiling, Wall	One-Way Draw	16	20	1.25
			Two-Way	32	30	1.94
	Double Duty Pinch Pleats, Cord Draw Can be angular bent using 8" radius. 9095	Ceiling, Wall, Recessed	One-Way Draw	16	30	1.88
			Two-Way and Multiple Draw	32	45	1.40
	Designer Metals™ Pinch Pleats, Cord Draw All 1½" Diameter Decorative Traverse Rods.	Wall	One-Way Draw	15	15	.66
			Two-Way and Multiple Draw	15	20	.90

So now the questions is...how much does my customer's drapery weigh?



What is the width, height and weight of treatment?

Pole width can be achieved in 1 of 3 ways:

» Fixed Width:

- 4', 6', 8', 12' fixed widths are commonly offered
- Poles can be spliced or cut down to achieve desired width
- Stationary poles are commonly offered in fixed width

» Telescoping Width:

- Pole would cover specified range of sizes (i.e. 38"-66")
- Traversing rods are either telescoping or cut in factory

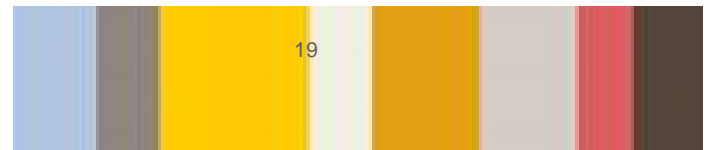
» Cut To Measure (aka – CTM or cut in factory):

- Offered in many basic or decorative rod types
- Some rods are only offered in CTM (i.e. Estate Rod)



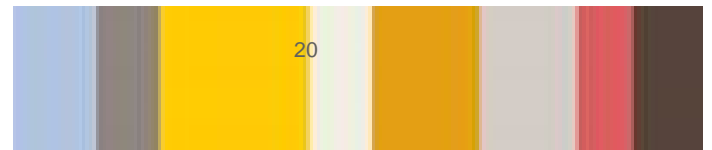
Cutting Tips - Decorative Wood Poles

- » Always measure twice before cutting
- » Wrap the area to be cut with blue painter's tape to maintain the finish, cut thru the tape
- » Use a sharp saw blade to achieve a clean cut
- » Draw "X" across diameter of the pole to find the center
- » Use 1/8" bit to drill a SMALL pilot hole for finial in the center of the "X" (no deeper than 1/2")



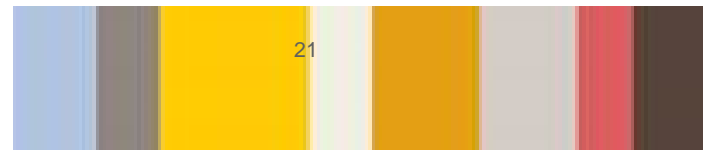
Splicing Tips - Decorative Wood Poles

- » Use a doubled sided connector screw to join two poles together (image below)
- » Always support any seam where two poles are spliced together with a bracket
- » Create balance - Join even poles
 - For example: if you need 10' of pole length, purchase two 6' poles and take 1' off of each pole rather than join a 6' pole with a 4' pole.
 - The look will be cleaner and more balanced with a bracket in the middle rather than off to the side



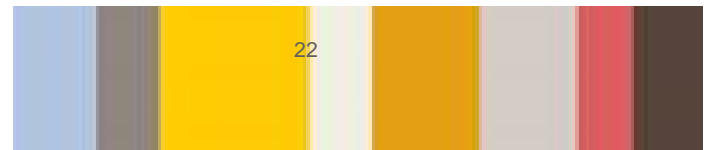
Cutting Tips - Decorative Metal/Wrought Iron Poles

- » Always measure twice before cutting
- » Wrap the area to be cut with blue painter's tape to maintain the finish, cut thru the tape
- » Use a special metal saw blade to achieve a clean cut
- » Metal poles may also be cut down with a plumber's pipe cutter, though this may damage the finish
- » Order extra finial plugs if needed (image below)



Splicing Tips - Decorative Metal/Wrought Iron Poles

- » Most metal poles are hollow, be sure to order a splice specific to manufacturer
- » Metal splices are specific to the rod diameter
- » Kirsch splices are internal and will not be seen when installation is finished
- » Always support any seam where two poles are spliced together with a bracket

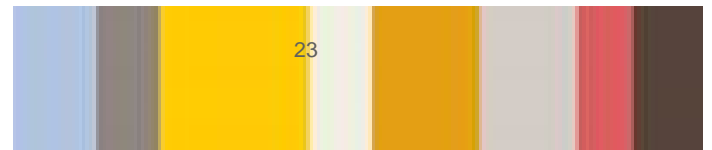


Decorative Traversing Rods

- » Many styles will be telescoping to cover a range of sizes
- » Some rods **MUST** be cut in factory (i.e. Estate Rod)
 - Deductions cannot be made in the field
 - Also referred to as “Cut to Measure” or CTM rods

Ordering Tips for CTM rods:

- Order the exact rod length needed to the nearest 1/8”
- Finials are not included in this width. Always be aware of the additional width that the finials will add



Achieving Special Sizes – Basic Hardware



Basic Stationary or Basic Traversing Rods

- All “white goods” are adjustable or telescoping and cover a range of sizes (i.e. 38” – 66”)
- Do not spread basic rods past their limits. This will cause rod failure



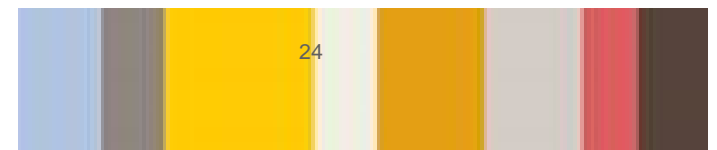
Basic Traverse Rod



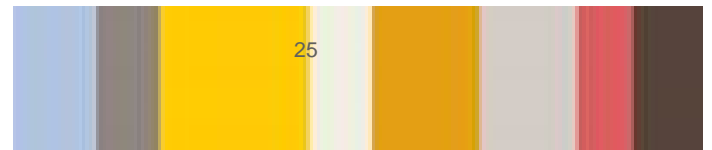
Basic Curtain Rods



Café & Wide Pocket Rods

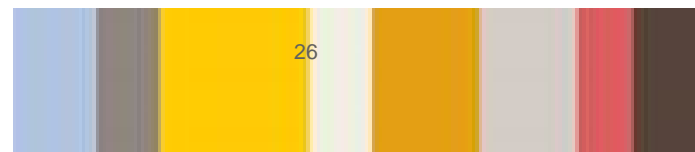


- » Can you shorten a basic traverse rod on the “job site”?
- » Can you shorten a decorative traverse rod on the “job site”?
- » Can you lengthen a decorative wood pole? How?
- » What do you need to join two poles together?



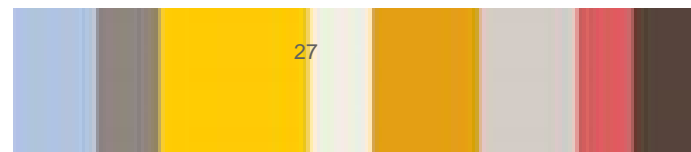
Knowledge Check #2

- » Can you shorten a basic traverse rod? *Yes, it will telescope within a certain size range.*
- » Can you shorten a decorative traverse rod? *Depends on the manufacturer and rod. Most higher end decorative traverse rods must be made to a specific size and lower end options are telescoping.*
- » Can you lengthen a decorative wood pole? *Yes, by joining two poles together.*
- » What do you need to join two poles together? *A connector screw and a bracket at the seam. The poles may also need to be cut to achieve even spacing.*



What heading style is your drapery?

- » The heading style refers to the top of the drapery
- » Understanding different heading options and their ideal uses is a key to selling draperies
- » Many drapery headings are regularly “grouped” with certain types of drapery hardware
- » Header styles will also help determine other accessories that need to be ordered (i.e. rings, drapery pins)



Versatile Heading Styles

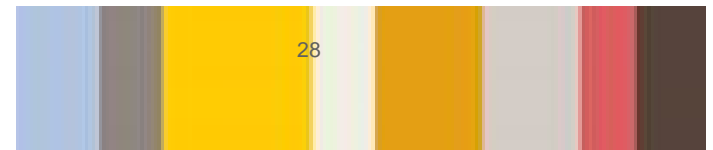
- » Pinch Pleat and Rod pocket are 2 of the most common headings
- » Both heading styles can be used with decorative or basic drapery hardware



Standard Three Finger Pleat



Rod Pocket



Rod Pocket Heading

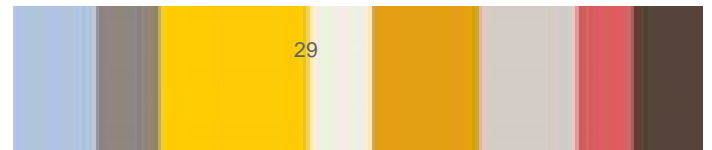
- » Drapery Hardware fits thru “pocket” at top of rod
- » Pocket size determines what DH can be used with Rod
- » When using decorative rod, finials will also be needed



Rod Pocket with basic DH



Rod Pocket with Decorative DH

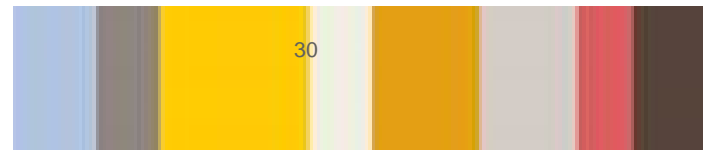


Pinch Pleat Headings

- » Frequently used for traversing treatments
- » When using basic traverse rod, drapery pins would be set lower so fabric covers rod
- » When using decorative traverse rod, drapery pins would be set higher so that the rod shows



Standard Pinch Pleat with basic traversing rod

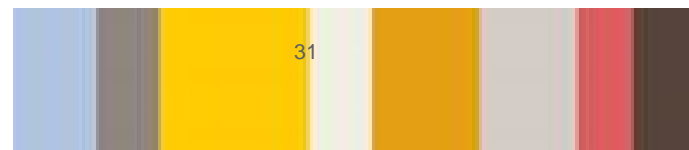


Pinch Pleat Headings

- » Pinch Pleat is also used in stationary treatments
- » Best selling heading style
- » Offered in several different variations
- » Can “fit” any trend or style, traditional or contemporary



Standard Pinch Pleat with decorative stationary pole



Pleated Headings

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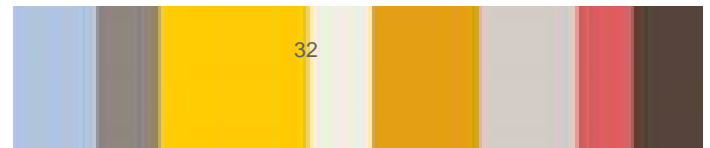
Standard 3 Finger Pleat

- >Represents 90% of Sales!!!
- >Traversing OR Stationary
- >Basic OR Decorative



Goblet Pleat

- >Formal and Traditional Style
- >Stationary Only
- >Basic OR Decorative



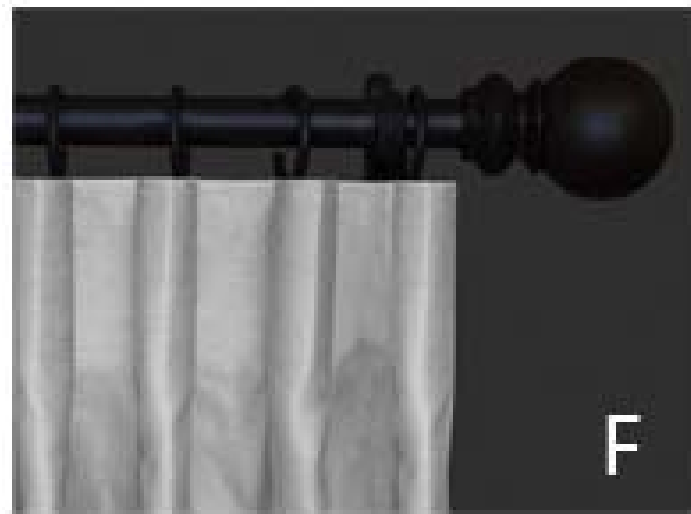
Pleated Headings

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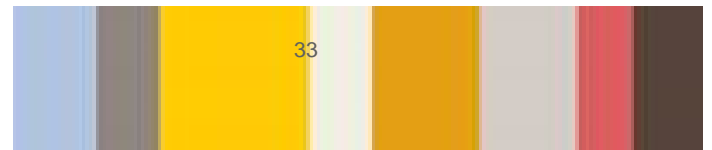
Two Finger Pleat

- >Crisp and Elegant
- >Traversing OR Stationary
- >Basic OR Decorative



Faux Cartridge Pleat

- >Clean and Modern
- >Stationary Only
- >Basic OR Decorative



Pleated Headings

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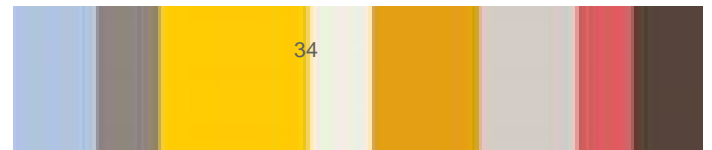
Top Pleat

- >Crisp and Elegant
- >Traversing or Stationary
- >Basic OR Decorative



Inverted Pleat

- >Contemporary and Playful
- >Traversing OR Stationary
- >Basic OR Decorative



Other Headings

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Grommet Top

>Modern-
Contemporary
>Stationary Only

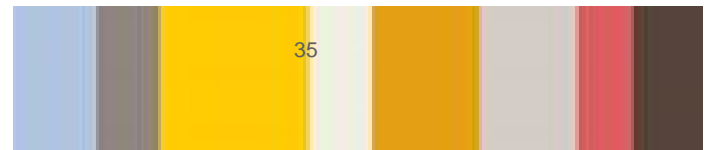
Tab Top

>Casual
>Stationary Only

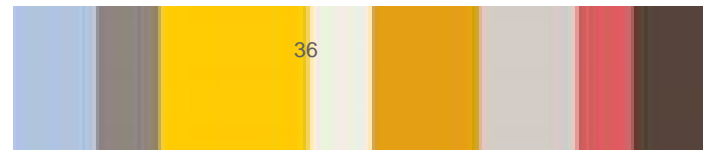
Tie Top

>Casual
>Stationary Only

These 3 heading styles should ALWAYS be used with decorative poles

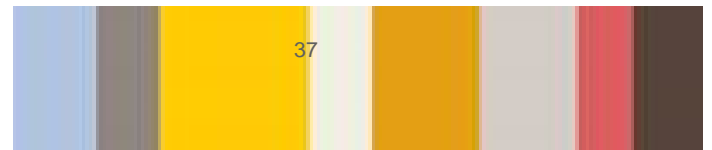


- » A consumer wants a traversing treatment. What type of heading style would you recommend?
- » Should you put a Grommet Top on a basic rod?
- » How would a drapery with a standard pinch pleat heading be different if it was being used on a basic rod vs. a decorative rod?



Knowledge Check #3

- » A consumer wants a traversing treatment. What type of heading style would you recommend? *Standard pinch pleat.*
- » Should you put a Grommet Top on a basic rod? *No, you wouldn't want the white to be visible.*
- » How would a drapery with a standard pinch pleat heading be different if it was being used on a basic rod vs. a decorative rod? *The drapery pin setting would be lower in order to cover more of the basic rod.*



» Scenario #1

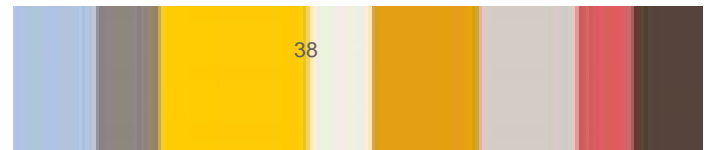
- A customer has just had cellular shades installed throughout their entire house and would like to do something about the light gaps on the sides of the shades. What would you recommend?

» Scenario #2

- A customer would like to add a “finishing touch” to their current wood blinds. What would you recommend?

» Scenario #3

- A customer just had wood blinds installed throughout their entire home, but didn't want that on their oversized patio door as they use it daily. What would you recommend for the patio door treatment?



What questions do you have?

