The Alustra® Collection

HunterDouglas

Created to meet the tastes and expectations of the world's leading designers and most discerning consumers who seek out the best in design. The Alustra® Collection by Hunter Douglas is an exclusive and thoughtfully curated collection of custom window treatments available in design-inspired fabrics, textures, colors and finishes.

Why Alustra®?

Focus on Design

- Exclusively designed products
- Unique fabrics and features

Exclusivity

- Exclusive collection for Hunter Douglas Gallery® Centurion, Showcase Centurion, Hunter Douglas Gallery and Showcase Dealers™
- Competitive advantage that differentiates dealer's business
- Increased profitability
- Broader selection of products to present to customers

Alustra® Pirouette® Window Shadings

NEW 2020

- ClearView® Apollo™ Fabric
  - Inspired by the modern design movement with a subtle sheen, and a ClearView sheer for enhanced view-through
  - 5" vane size is standard.
  - Four striking colors
  - Light-filtering and room-darkening opacities
  - The specialized black sheer ClearView fabric optimizes the outside view while providing enhanced light control.

Valencia™ Fabric

- A natural, linen-inspired fabric with a unique weave that brings depth and dimension to the window
- 5" vane size is standard.
- Six striking colors
- Light-filtering and room-darkening opacities
- Tinted-back sheer standard for a color-coordinated appearance

Charmeuse™ Fabric

- Essence of raw silk with refined texture and subtle sheen
- 5" vane size is standard.
- Six striking colors
- Light-filtering and room-darkening opacities
- Tinted back sheer standard for a color-coordinated appearance

Apollo

Jardin

Macon

Leela

Alustra® Duette® Honeycomb Shades

NEW 2020

- Duette® LightLock™ bottom sill channel

Fuse Function With Style

- Uniquely designed fabrics layered together
- Architella® construction offers superb energy efficiency.
- All Alustra® Duette fabrics are available in both ¾" and 1¼" pleat sizes in both light-filtering and room-darkening opacities.

Four Distinctive Fabrics

- Apollo™: inspired by the modern design movement with a refined weave; Apollo brings a timeless presence into the home.
- Jardin™: soft semi-sheer fabric made out of textured yarns that provides a casual setting for an inviting ambiance
- Macon™: unique woven textured sheer layered over a color-coordinated, printed inner cell
- Leela™: versatile, linen-textured fabric with a sophisticated, subtle sheen

Alustra® Silhouette® Window Shadings

NEW 2020

- PowerView+™ Automation
  - Increased reliability in controlling PowerView® shadings
  - Reduced noise during product operation
  - Available on 4" vane fabrics only

Two Distinctive Fabrics

- Brio™
  - Distinctive face sheer inspired by natural textures
  - 4" vane size is available in translucent opacity only.
  - 3" vane is available in translucent and Bon Soir™ light-dimming opacities.
  - Eight colors
- French Linen
  - Refined linen textured face sheer
  - Eight colors
  - 3" vane size only
  - Translucent opacity only

Exclusive Metallic Hardware Finishes

- Complement finishes within a home with exclusive Alustra® Gold Radiance™, Bronze Shimmer™, Silver Reflection™ or Champagne Shine™ hardware finishes
- Mix and match with a 3" fabric from Alustra or core line Silhouette® shadings

Alustra® Vignette® Modern Roman Shades

NEW 2020

- Duolite® dual opacity option
  - All fabrics now available with the Sheer Back Liner for additional opacity options
  - Features any light-filtering or sheer 6" flat fold shade, plus a built-in room-darkening back panel that can be directed when needed
  - Offered exclusively with Rolling Style PowerView® Automation
- Stacking Style headrail improvements

Fabric Collection

- Three exclusive fabrics
  - Silk Road: A stylish blend of silk and linen-inspired fibers creates a luxurious textile rich in sophisticated neutral hues.
  - Villa: A timeless basketweave pattern allows the beauty of the luster and matte yarns to shine through in any home.
  - Twain: Vertical yarns are intertwined to create a sophisticated texture and contemporary flair.
    - ~ Four new colors
- Exclusive fabric-covered rotator rail
  - Standard on Alustra® Vignette® Rolling Style shades

Available Styles

- Stacking Style
  - 4" full folds stack up or down
  - Uses low-profile headrail
- Rolling Style
  - 4" full folds roll up into the headrail.
  - 6" flat folds roll up into the headrail.
  - Uses standard headrail
- Operating systems include LiteRise®, UltraGlide®, EasyRise™ and PowerView Automation
- Duolite dual opacity option

Alustra® Woven Textures®

Sophisticated Woven Fabrics

- Unique alternative to woven woods and solar screen shades
- Intriguing yarn combinations
- Incorporates surprising materials in unexpected ways
- Refined finished edges

Endless Possibilities

- Available as Roman shades, roller shades or Skyline® Gliding Window Panels
- Provides perfect coordination for horizontally and vertically oriented windows

Precise Light Control

Independently operated liner option on Roman and roller shades.

- Roman shades liner and shades are in same headrail for minimal mounting depth
- Dual Roller bracket system available for roller shades
- Light-filtering and room-darkening opacities available

Alustra® Woven Textures®

Distinctive Fabric Collection

- 12 fabrics and 53 colors available
- Fabric opacities range from semi-sheer to semi-opaque
- Soft Screens™ fabrics function as a screen shade with the feel of a textile

Roman Shades

- UltraGlide®, EasyRise™, Cordlock, LiteRise® and PowerView® Automation
- Top-Down/Bottom-Up design option
- Independently operated liner option
- Maximum size up to 96" x 120"

Roller Shades

- Custom Clutch with Exclusive Alustra Metallic Finishes
  - Available in two metallic finishes: Brushed Nickel and Bronze Shimmer™
- Custom Clutch, with core-line colors, Small Cassette, Large and Small Square Cassette
- PowerView Automation, LiteRise and UltraGlide systems
- SoftTouch™ Motorization
- Dual Roller liner option
- Maximum size up to 90" x 96"

Skyline® Gliding Window Panels

- Cord Control, Single or Dual Wand, and PowerView Automation systems
- Maximum size up to 384" x 168"

Alustra® Display Environment Updates

The direction for new Hunter Douglas Gallery® Dealers and Showcase Dealers™ incorporates Alustra® into the Gallery satellite module and the Showcase Alliance display.

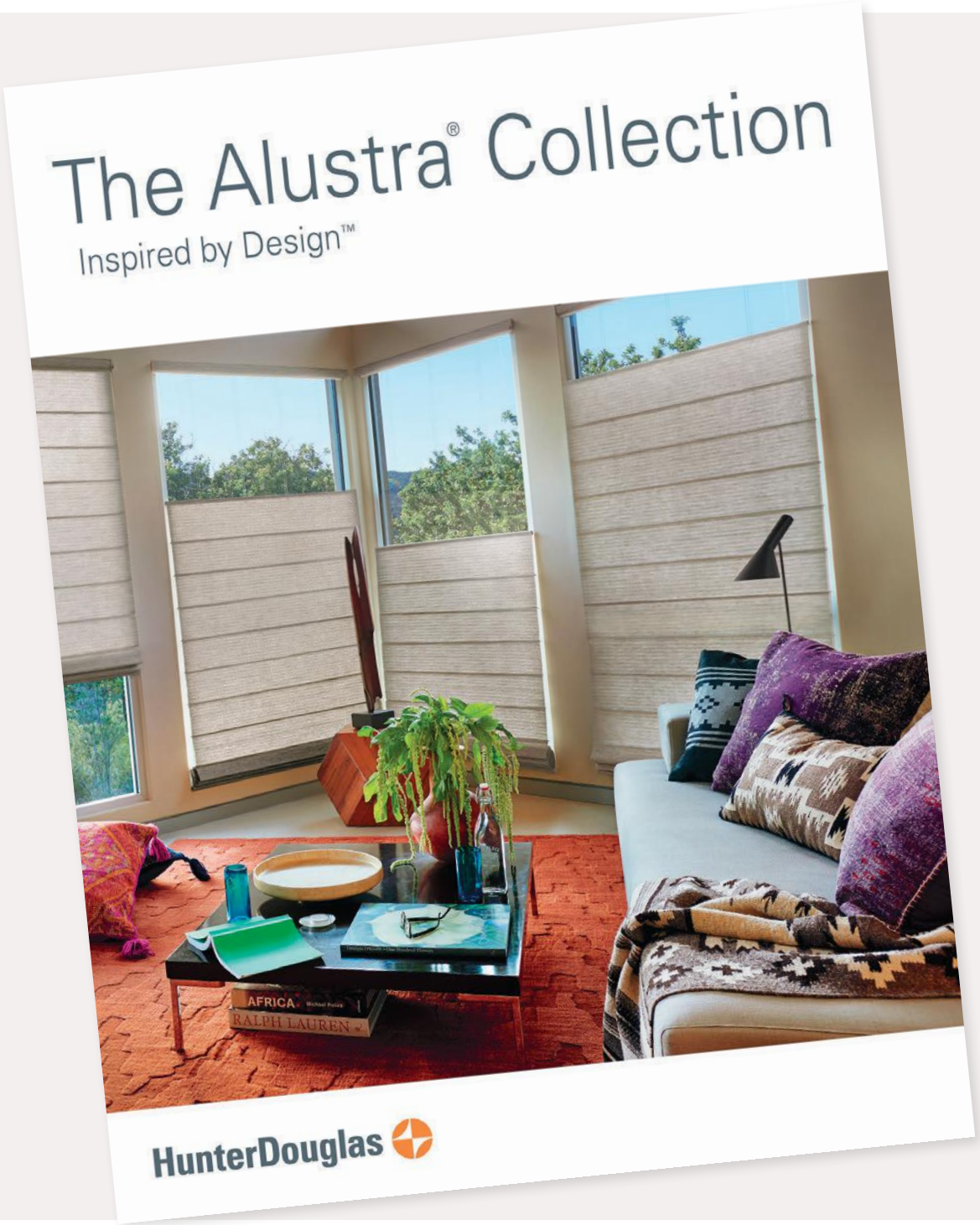
New Gallery Dealers

- New Hunter Douglas Gallery Dealers will showcase Alustra Collection in the satellite module display.
- Includes eight openings for Alustra products

New Showcase Dealers

- New Showcase Priority Dealers will receive three Alustra product modules and one positioning module to place within the Alliance display.
- Includes seven openings for Alustra products
- Positioning module includes poster, consumer brochures, brochure holder and iPad® holder
- Insert an iPad to showcase the interactive consumer brochure and to operate PowerView® Automation shades

Existing Alustra island/wall display has been discontinued.



Alustra® Support

Consumer Brochure

- Supports Alustra® positioning
- Beautiful room scene photography
- Features exclusive Alustra story and products
- Interactive version available for download on ***thelink.hunterdouglas.com***

Learning Center

- Updated e-Learning course
- Perfect as training refresher or for new sales associates

Sampling

- Sampling inserts in front of core-line sample books
  - – Show entire collection at once
  - – Alustra Duette® sampling insert
  - – Alustra Silhouette®, Alustra Vignette® and Alustra Pirouette®
  - – Alustra Woven Textures® reference deck kit in the Designer Roller book
- Alustra Woven Textures sample book
  - – Photo book divided by product type for easy navigation
  - – Clear, concise selection guide outlines design options
  - – Includes Hardware Mounting Guide with mounting requirements

Consumer Website

- Design Your Own (not available in Canada)
- Dealer Locator

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