



# BBDG

BUDGET BLINDS DESIGN GUIDE





LOOKING OVER THE HORIZON TO SEEK OUT WHAT'S NEXT.



Chad Hallock  
Co-Founder, CEO and President

It's been twenty years since the five Budget Blinds partners began franchising their business. As they celebrate this milestone, we asked Co-founder Chad what is the most fulfilling aspect of creating the world's largest window coverings franchise, and what inspires him every day.

**I AM MOST PROUD OF:** Being a conduit to helping people become Budget Blinds franchisees. Watching them delight in being in control of their future and achieving the good life. **FAVORITE BUDGET BLINDS PRODUCT:** Combine woven woods and draperies, and your room will look amazing. **PET:** A Boxer named Lola. **LAST GREAT BOOK THAT I READ:** The great crime novel, *The Leopard*, by Jo Nesbo. **WHEN I'M NOT WORKING YOU'LL FIND ME:** At the beach or the lake. The partners and our families share a place in California, and we have a lake home in my wife Jenn's home state. **WHAT INSPIRES ME:** Greatness in any form. To achieve that means you didn't take the easy road or settle for the merely mediocre. **TOP CHEF:** Steaks on the grill are my specialty, prepared with my secret marinade recipe. **WORDS OF WISDOM:** When you strive to make other people's lives better, your own life is better, too.



# Signature SERIES® by Budget Blinds®

## HIGH-QUALITY WINDOW COVERINGS ARE OUR SIGNATURE.

Signature Series® is our full line of private label window coverings. Now, it's easier than ever to select the most beautiful, on-trend window treatments at a great price. Ask your Budget Blinds Style Consultant to show you how our exclusive line of products can enhance every room in your home. Inspiration starts here.



Schedule your complimentary consultation today.

800-214-7684 | [YourBudgetBlindsGuide.com](http://YourBudgetBlindsGuide.com)





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**KEY**

-  BB Exclusive
-  Hot Product
-  Kid-friendly
-  Energy Efficient
-  Eco-friendly
-  Motorized
-  Custom - Layering/  
Embellishment



# SHOP FOR YOUR HOME IN YOUR HOME.



## 1. EXPLORE YOUR CHOICES

Your Style Consultant will explore styles and colors with you.



## 2. PROFESSIONAL MEASURING

Our expert measuring ensures the perfect fit.



## 3. PROFESSIONAL INSTALLATION

Professional installation means you don't have to lift a finger.



## 4. BEST WARRANTY

Best warranty in the industry.



Schedule your Complimentary  
In-home Consultation today.

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**NOW, CUSTOM WINDOW COVERINGS ARE AN AFFORDABLE LUXURY.**

Why buy off-the-shelf when you can have gorgeous window coverings made especially for you? Budget Blinds makes it easy because our Style Consultants come to you. We'll bring you samples, help you design, then measure, order, inspect, install, and warranty your purchase. And our custom window coverings are amazingly affordable. As the world's largest window coverings franchise, we have the buying power to get you the very best prices on all the best brands.







**INSPIRED DRAPES, ONLY FROM BUDGET BLINDS.**

Get ready to be wowed by our exclusive line of fashionable, custom draperies and curtains. Inspired Drapes offers an incredible selection of soft window covering styles, colors, and fabrics. Sophisticated color-block styles, sultry sheers, or textiles with texture—you'll be inspired to transform a room, or two!





DRAPERIES

**DRAPE YOUR ROOMS IN ELEGANCE.**

With Inspired Drapes, you have access to beautiful fabrics from the most famous fabric mills in the country. Choose from the color, styles, and trends designers use for their clients—at a fraction of the price.

**VALANCES ADD A LAYER OF INTEREST.**

Like a great scarf on your favorite coat, valances add another layer of sophistication to the look of your room. Our valances are perfectly tailored and meticulously constructed. They look stunning with drapes or other window coverings like blinds and shades.

**COMPLETE THE LOOK WITH OUR FASHIONABLE HARDWARE.**


Choose woods in a wide range of finishes, metals in dozens of colors and styles, and finials that are architectural, natural, or inspired by jewelry.






SHUTTERS

**SURROUND YOUR ROOM IN TIMELESS STYLE WITH SHUTTERS.**

Shutters are one of the most versatile of window coverings because they work in both classic and modern rooms. They are at home in a sunny bedroom, look crisp in a kitchen, and add drama to a den. Plus, they come in a wide assortment of frames, specialty shapes, and louver sizes. Ask your Style Consultant about custom color matching for your shutters. 

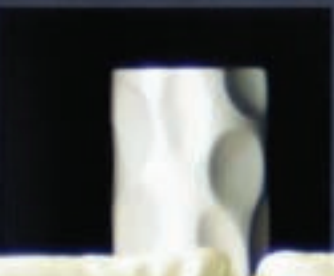


Your Budget Blinds Style Consultant can consult, measure, order, and install your window coverings for you, making it a pleasure to shop.

**800-214-7684**



BLINDS





**LET YOUR STYLE SHINE THROUGH WITH WOOD BLINDS.**

Make your home feel warm and inviting with our durable, sustainable wood blinds. They're made of 100% hardwoods from certified forests and come in a wide variety of colors and stains. To sample them in your own home, request up to 10 swatches at [budgetblinds.com](http://budgetblinds.com).



Samples shown are representations only. These and additional colors and materials may vary.





**LIKE ITS NAMESAKE, BUTTERFLY BLINDS LOOK BEAUTIFUL IN THE LIGHT.**

Get two looks in one with Butterfly Blinds from Budget Blinds. This innovative design features individual slats that fold at the center to resemble a pleated shade when closed and a horizontal blind when opened. For even more drama, pair them with floor-length drapes. 🌀











**FAUX WOOD BLINDS ARE PERFECT FOR ALL TYPES OF ENVIRONMENTS.**

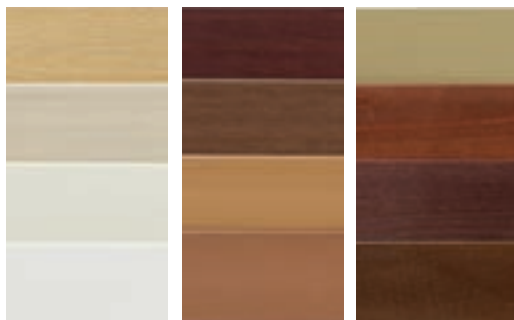
Enjoy the classic look of real wood blinds with the added durability of composite blinds. Faux wood blinds resist warping in humid or hot environments and can stand up to steamy bathrooms and hot kitchens without ever losing their cool.

**BEAUTY COMES NATURALLY WITH OUR WOVEN REED BLINDS.**

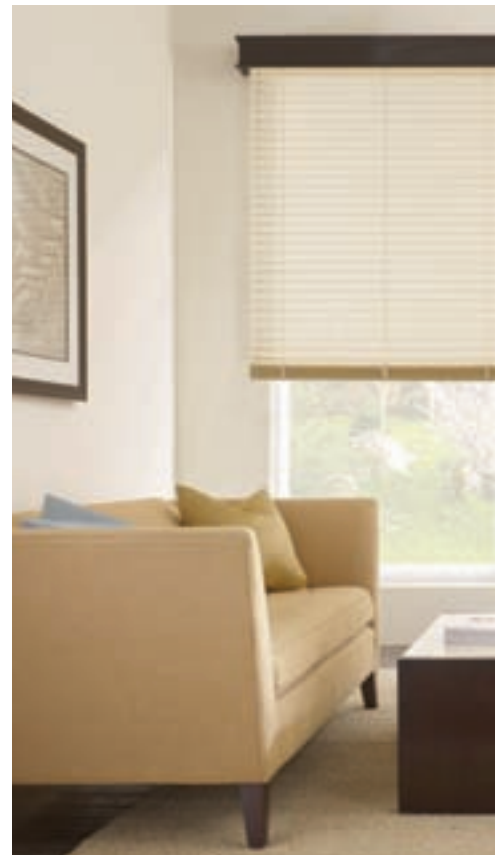
Woven reed blinds combine the unique tropical appeal of woven woods with the light control versatility of blinds. Light filters through the woven bamboo slats when closed and creates a warm, luminous glow in a home's interior. 📌

**GLASS ESSENCE: DELICATE-LOOKING, BUT BUILT TO LAST.**

Glass Essence resembles etched glass, but it wears like iron. Our embossed or patterned acrylic blinds add texture and color to your room without blocking light. And because they're easy to clean, they are a great choice for kitchens, bathrooms, and mudrooms.



Get up to 10 free swatches at [budgetblinds.com!](http://budgetblinds.com!)





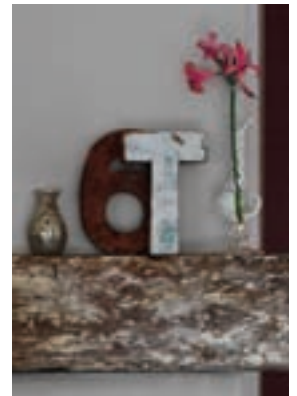
SHARING WITH CUSTOMERS HER UNIQUE WINDOW ON THE WORLD.



Tracy Christman  
Vice President of Vendor Alliance

Tracy travels the world looking for the unique products and technologies you see featured in our Design Guide and in homes throughout the U.S. and Canada. Budget Blinds' style and business leader calls the gorgeous Simi Valley home and chills out with her family and friends at Lake Nacimiento.

**MY MOTTO:** The difference between ordinary and extraordinary is just that little extra. **FAVORITE BUDGET BLINDS PRODUCT:** Soft Fashions are like the perfect pair of earrings that complement your favorite outfit. You can make a room come alive with a splash of color or a beautiful design. **PETS:** A White Lab, a Golden Retriever/Australian Shepherd mix, a Teacup Pomeranian and two cats! **LAST GREAT BOOK I READ:** *Lean In: Women, Work and the Will to Lead*, by Sheryl Sandberg. **IF I DIDN'T HAVE THE JOB I HAVE NOW:** As much as I travel for business, I rarely get a chance to really experience the places I go. I would love to travel the world and see what I have missed. **I'M INSPIRED BY:** My family and friends, they are amazing! I am so blessed to have them in my life. **IF I WERE STRANDED ON A DESERT ISLAND I WOULD WANT:** A plane and a pilot to get me out of there. Solitude is not for me!



WINDOW SHADINGS



**WINDOW SHADINGS CREATE SOFT LIGHT WITHOUT BLOCKING YOUR VIEW.**

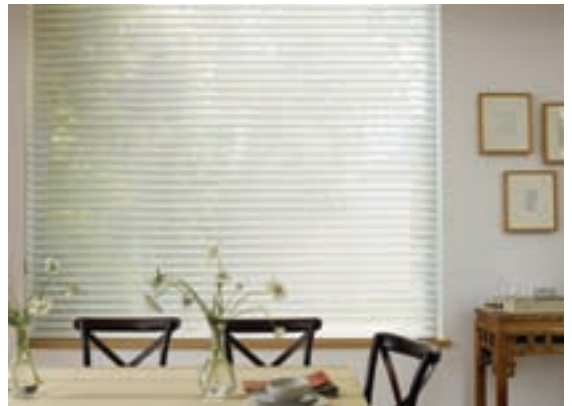
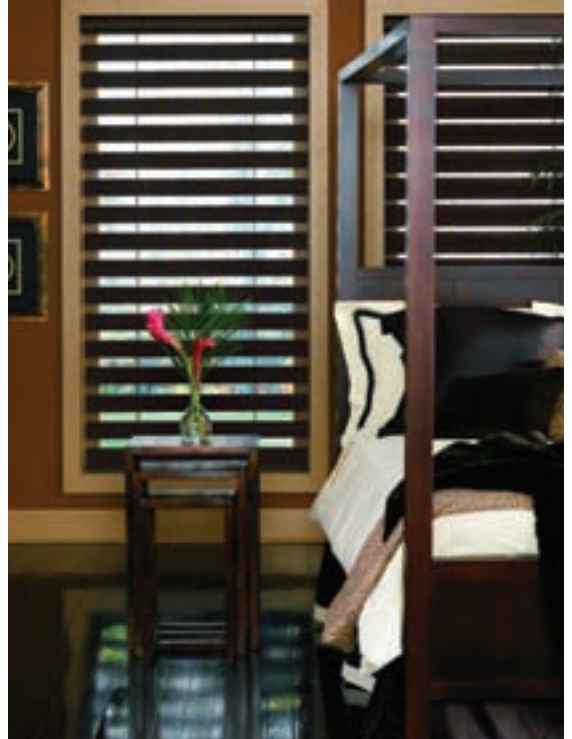
Soft fabric vanes suspended between two sheer facings, their unique construction makes our window shadings truly one-of-a-kind. The sheer facings soften incoming light and filter out harmful UV rays while preserving the outside view.

**SIGNATURE ILLUSIONS, ONLY FROM BUDGET BLINDS.**



Signature™ Illusions® has quickly become one of our best-selling lines because of its dramatic good looks and light-filtering properties. These innovative transitional shades use opaque and semi-opaque fabrics to give you the privacy of a window shade with the softened view of a sheer. 🌀

**PLEATED SHADES HOLD THEIR SHAPE, BEAUTIFULLY.**

Pleated shades use an accordion-like construction to softly filter light and give your rooms an appealing glow. Choose the Top Down/Bottom Up feature to lower the shades from the top or raise the shades from the bottom to find your perfect view.

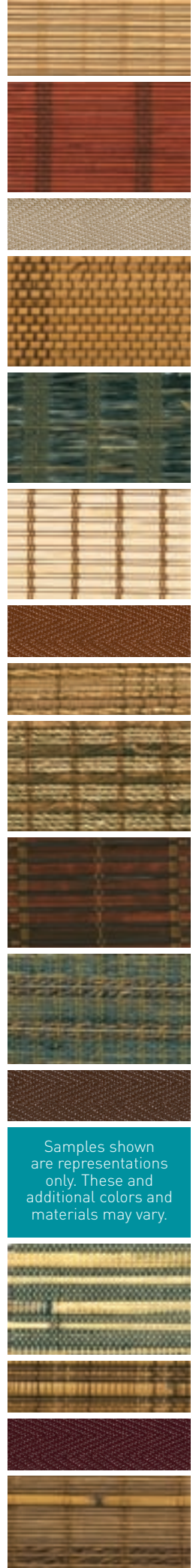


**Control at the touch of a button.**  
Motorize your window coverings with the use of a remote control or programmable timer. Depending on the window covering you choose, you can raise and lower coverings, tilt louvers or vanes, and set timers to control opening and closing.





ECO-FRIENDLY



Samples shown are representations only. These and additional colors and materials may vary.





Shop for your home in your home. Schedule a FREE In-home Consultation and we'll bring you a variety of samples, offer design advice, and provide professional measuring and installation. Why go from store to store when we bring it all to your door?

**800-214-7684**

### **LOOK OUT FOR THE ENVIRONMENT WITH OUR WOVEN WOOD SHADES.**

Our eco-friendly shades are handcrafted from reeds, grasses, and natural woods. They are made from 100% organic materials and are completely recyclable! Woven wood shades are semitransparent. Add privacy or blackout liners for the ultimate in light control. 🌱

### **SIMPLE BECOMES DRAMATIC WITH ROLLER SHADES.**

Roller shades, like a favorite "little black dress," are a classic that always look good. They complement any décor, look great layered with drapes, and come in a range of color and fabric choices. From a rustic cabin to a glamorous chateau, roller shades rise to the occasion.




SHADES




*"Thank you Budget Blinds, the honeycomb shades are great! You were very helpful in showing the different options and helping me to narrow down a choice. Your installer was precise and efficient. Two thumbs up!!"*

SUSAN – MILFORD, MA

### **HONEYCOMB SHADES OFFER SWEET BENEFITS.**

Our shades look great and have insulating properties that cool your home in the summer and keep it warm in the winter. Select from a wide range of neutrals, or add a pop of color for fun! 

### **ADD A DASH OF EUROPEAN STYLE WITH ROMAN SHADES.**

Roman shades are soft and sumptuous and bring an old-world charm to your windows. Choose from designer fabrics that are patterned, solid, or even transparent to match the look of your room. For even greater ease, add our popular cordless lift option to easily raise and lower your beautiful Roman shades. 


### **IT'S NOT HARD TO FALL IN LOVE WITH OUR SOFT SHADES.**

These beauties combine the soft sheerness of a shade with the functional control of a horizontal blind. The sheer fabric softens incoming light and helps filter out UV rays without obstructing your view. When open, the vanes catch the light. Closed, they provide privacy and light control.





**PROMINENCE SHADES MAKE ENERGY EFFICIENCY TOP PRIORITY.**

These shades resemble a Roman shade and feature two layers of fabric to insulate against both heat and cold. But just because they're working hard doesn't mean they can't be beautiful, too. Prominence offers excellent light and privacy control and looks especially dramatic on large windows. 





**PICTURE THE IMPACT YOU COULD MAKE WITH OUR GRAPHIC SHADES.**

Talk about personalization! Now you can have the image of your choice printed directly onto a window shade. Family photographs, art masterpieces, and graphics can all be printed onto your graphic shades. Picture the possibilities in a child's room, a rec room, or a home office.

**KEEP YOUR COOL WITH SOLAR SHADES.**

Perfect for patios, sunrooms, and vacation homes, solar shades help deflect the sun's rays and provide UV protection for your furnishings. And while they're keeping you cool, they're also significantly reducing your energy costs. Now that's a bright idea!



See more great looks on our Budget Blinds board on Pinterest!



**BEAUTIFUL AND EASY-GOING, THAT'S THE APPEAL OF SIGNATURE MURANO.**

Signature Murano® horizontal blinds are made from durable polyester fabric. They are finished with a topcoat that repels dirt and dust, so they maintain their good looks with minimal care.







KID-FRIENDLY  
WINDOW COVERINGS







### SAFETY FIRST WITH KID-FRIENDLY WINDOW COVERINGS.

Making our window treatments safer for homes with infants, young children, and pets is one of Budget Blinds' top priorities. We have developed a wide range of kid-friendly window coverings that can reduce the risk of accidents.

Budget Blinds offers cordless blinds, motorized shades, retractable lift cord, cord cleat, and wand control systems that create a more carefree environment and make operating your window coverings as easy as 1-2-3.

### YOUR SHADES DO DOUBLE DUTY WITH THE LATOUR TRILIGHT.

The LaTour® Trilight® is two shades in one. The top is a sheer pleated shade that diffuses light; the bottom is a traditional cellular shade that offers privacy and light blocking. Cordless versions allow you to control how much of each shade to show. Raise it all the way up when you want to clean your windows.



### SOMFY MOTORIZATION IS PUSH-BUTTON PERFECTION.

Somfy is the world's leading manufacturer of specialized motors and control systems for interior shades, blinds, projection screens, draperies, and other lift-up applications for the home. Almost any window covering offered by Budget Blinds can be motorized. Ask your Style Consultant to tell you more.



## CUSTOMERS SING THE PRAISES OF MOTORIZATION.



Michael Lee, President and CEO  
Somfy North America

Michael heads up Somfy, one of the world's largest manufacturers of motorization products and a key supplier for Budget Blinds. He graduated from West Point Academy, was a Captain in the Army, became a Civil Engineer, and has a Master's Degree in Business.

This left-brained business leader has a right-brained side, too. He says if he were not an exec, he would be a professional singer, like his idol, Frank Sinatra.

**THE MOST FULFILLING PART OF MY JOB:** Seeing our products in places as different as the United Nations building in New York City and a simple, private home I've been invited to. **FAVORITE PLACE TO TRAVEL:** Paris, the city of lights. I love the history, the art, the food, and the music. **MY MOTTO:** I believe the glass is  $\frac{3}{4}$  full. **FUN FACT:** Like Chad Hallock at Budget Blinds, I have a twin brother. When we were at West Point, we would switch places and trick our Upper Classmen. **LAST GOOD BOOK I READ:** *Lone Survivor*, by Marcus Luttrell. **FAVORITE BUDGET BLINDS PRODUCT:** Their Inspired Drapes program combined with our motorization is the latest in innovation and design. Budget Blinds also will offer our Glydea system, which allows you to activate a motorized drapery by simply pulling the fabric. It's like something out of a Bond movie. **I'M INSPIRED BY:** People who are excited about what they do and infect others with their enthusiasm. **IF I WERE STRANDED ON A DESERT ISLAND I WOULD WANT:** A beautiful woman who knows how to make piña coladas.





PANELS



**PANEL TRACKS LOOK MODERN AND MOVE LIKE MAGIC.**

Panel track blinds are one of the hottest products on the market today. These beautiful oversized fabric panels are individually attached to a track, allowing them to glide easily from side to side. They're perfect for large windows or slider doors. 🚫

**INCORPORATE NATURE AND TEXTURE INTO YOUR ROOMS WITH PANEL DRAPES.**

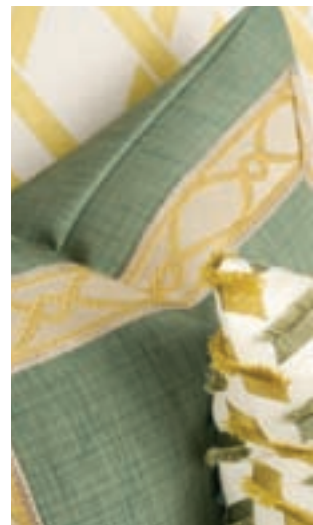
Natural woven wood panel drapes bring the natural beauty of bamboo, jute, grasses, and woven wood to wide windows, patio doors, and closet doors. They are available in a wide range of natural shade materials, so it's easy to create a coordinated décor with rich textures that are a perfect match. Panel drapes feature a gentle wave of natural material when closed and create the look of a beautiful fabric. 🚫



**VERY VERSATILE VERTICALS.**

The Signature Illusions Transitional Shade offers an inspiring new option, called Visionaire. The new Illusions Visionaire™ features vertical vanes for the ultimate in light and privacy control.







*"I was extremely pleased with the convenience, customer service, products, and prices. Our Style Consultant gave us excellent ideas. Ordering was simple and service and installation were very prompt. I will definitely use Budget Blinds again as I update other rooms. Excellent customer service in a day and age in which we've become unaccustomed to it."*

JUDY - NEW PHILADELPHIA, OH

### **DÉCOR ACCENTS MAKE ANY ROOM A GREAT ROOM.**

Sure, we provide the widest selection of window coverings, but our offerings don't end there. We have decorating accents like pillows, rugs, fabrics, and mirrors from some of the biggest brands in home furnishings. Best of all, you can shop for them in the comfort of your home during your free In-home Consultation.



#### **Pro Tip**

Texture and pattern are an integral part of today's decorating. Elements like wicker, bamboo, shells, and flowering plants give your rooms natural beauty and color.

## OUTDOOR LIVING



### Pro Tip

Great design doesn't have to be limited to indoors anymore. Budget Blinds has window coverings that bring all the style, color, and pattern to your outdoor spaces as well. Plus, we carry rugs and pillows that can withstand the sun's rays and make outdoor living easy. Ask your Budget Blinds Style Consultant for more details.





### THESE CURTAINS BRING DÉCOR OUTDOORS.

Outdoor living is one of the hottest trends in homes. Now, you can bring the same designer touches outside that you have inside your home. Our curtains and drapes come in beautiful styles and fabrics, and they help keep living areas cool and protect against sun damage.

### PROTECT YOUR FABRICS AND FURNISHINGS WITH OUTDOOR SOLAR SHADES.

Get relief from the sun's glare, and get superior UV protection. Our shades perform beautifully and come in a wide range of colors, patterns, and opacities.

### YOUR BEAUTIFUL HOME IS EVEN COOLER WITH OUTDOOR SHADES.

Outdoor shades block unwanted sunlight and heat with numerous control options or may be integrated seamlessly into existing home automation systems. Exterior shades prevent most of the solar energy from entering the home, thereby giving you maximum solar heat gain reduction.



### **WINDOW FILM CAN SAVE YOU UP TO 30% ON ENERGY COSTS.**

Window film from Budget Blinds absorbs heat in the summer and provides a layer of insulation in the winter. It also protects your furnishings by blocking up to 99% of harmful UV rays.


### **RETRACTABLE SCREENS ARE THERE WHEN YOU NEED THEM, DISAPPEAR WHEN YOU DON'T.**

These screens are positively genius. They fit nearly any opening and disappear in the natural recess of the frame, making them virtually invisible. They offer protection from the sun and pests, and come in a variety of innovative fabrics.

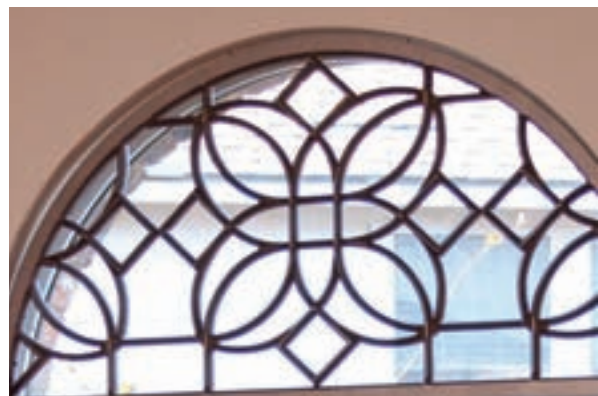
### **TABLEAUX FAUX IRON MAKES A STRONG STATEMENT.**

Tableaux® Faux Iron is a 100% eco-friendly product with the distinctive look of wrought iron or leaded glass. It can be customized to fit any shape and looks great on windows, doors, arches, and skylights. This lightweight, rustproof material withstands sun and moisture and stays beautiful for years.

### **WHEN IT'S HOT, SOLAR SCREENS ARE COOL.**

Get relief from the sun's heat and glare, and protect yourself from flying pests. Our high-quality, energy-efficient solar screens give you privacy from the outside, but offer great visibility on the inside. 







## MAKING IT BIG IN THE BIG STATE OF TEXAS.



Susan Cannon  
Interior Designer and Co-owner of  
Budget Blinds of Southwest Lubbock, TX

Susan is the Style Consultant you want when you're ready to change the look of your rooms with window coverings. She guides her customers through the process, advising on color, fabric, and design, and taking into account needs like privacy, light and heat control, and energy efficiency. In 2013, her skills were in plain view when Budget Blinds was featured in the West Texas Home Builders Association Parade of Homes.

### THE MOST EXCITING PRODUCT OFFERED BY BUDGET BLINDS:

I love the new cordless options for all kinds of window coverings.

They are safer and give you a cleaner look. **I AM INSPIRED BY:** The color, pattern, and texture of fabrics. **PETS:** My Schnauzer, Lexi. My kids are grown, so Lexi is our "baby."

**MY MOTTO:** Dream big. Work hard. Be kind. **I LOVE THE LOOK OF:** Woven woods. They add texture and filter light. And they fold up like a Roman shade.

**IF I WERE STRANDED ON A DESERT ISLAND I WOULD WANT:** Matches! I don't like to be cold, and I don't like sushi.

**FAVORITE PLACE TO TRAVEL:** Charleston, South Carolina has incredible historical architecture. I love the old churches, and the food is fabulous.

**LAST GOOD BOOK I READ:** *EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches*, by Dave Ramsey.



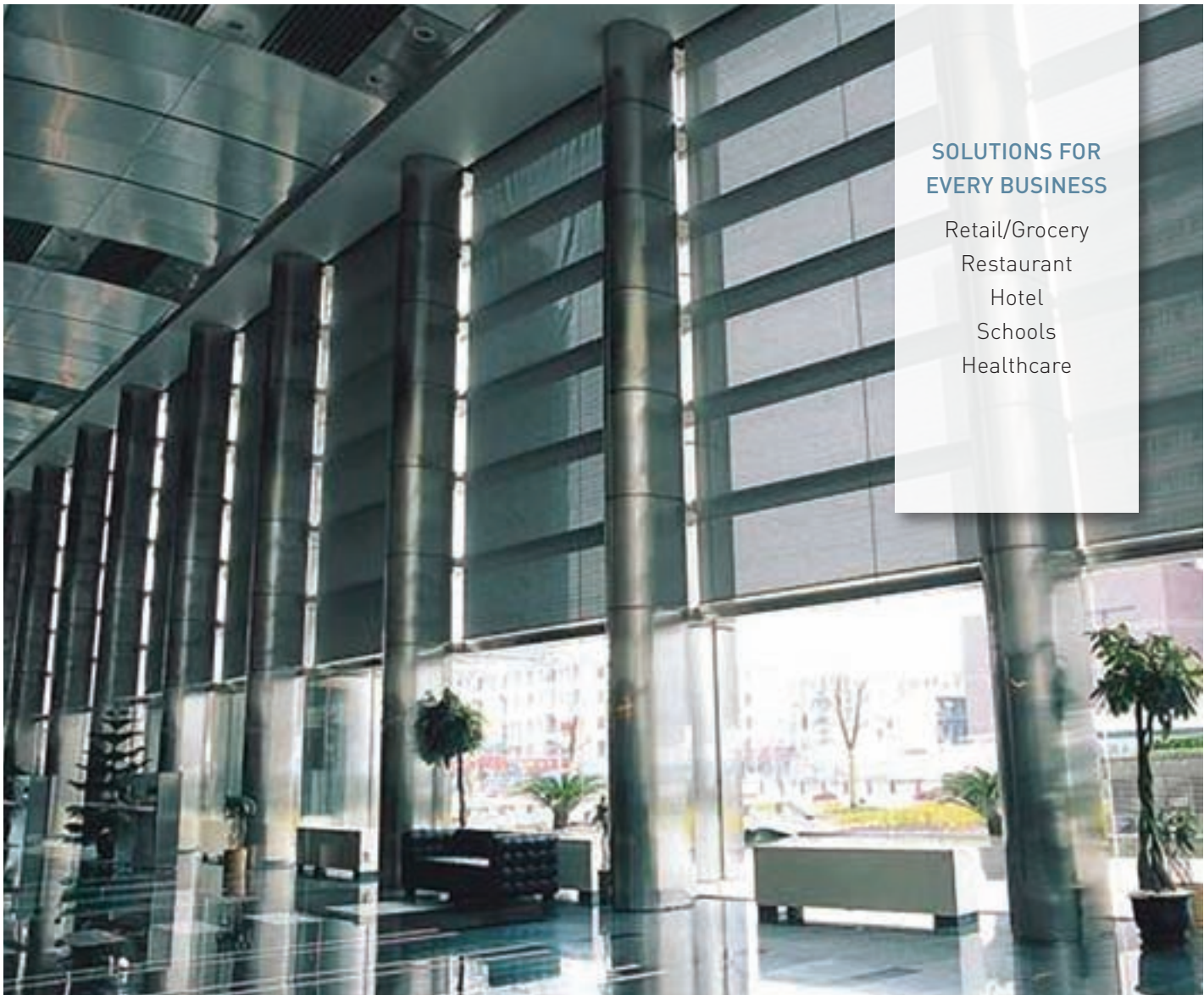
Want to become a Budget Blinds franchisee, too? Go to [budget-blinds-franchise.com](http://budget-blinds-franchise.com).



### BUDGET BLINDS FOR YOUR BUSINESS.

BB Commercial Solutions™, a division of Budget Blinds, brings the same quality, selection, and value to your place of business. We have close to 1,000 authorized commercial window coverings specialists who can provide your business with turnkey solutions, whether it's a single building or multiple sites throughout North America. Learn more at [bbcommercialsolutions.com](http://bbcommercialsolutions.com).





**SOLUTIONS FOR  
EVERY BUSINESS**

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- Restaurant
- Hotel
- Schools
- Healthcare



# Budget Blinds®

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