



Ian Short, Managing Director at Morley Glass & Glazing, explains how integral blinds add value for installers as well as their customers, particularly with the launch of two new exclusive products.

# Give Your Customers A Blinding Service

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**Installers live and die by their customer service. So, it's so important that you give them great products, installed to a high standard, backed by exemplary customer service, writes Ian Short, MD at Morley Glass & Glazing.**

One way that you can delight a customer is by offering them even more than they thought they wanted. Homeowners may ask for new doors and windows but it's the savvy installer who will make their customers aware of the extras.

Integral blinds are often viewed as an add on, a luxury or a finishing touch. However, they are highly valued by homeowners looking for a stylish solution to provide privacy and shade – and this means they can be an attractive profitable addition to the sale, for very little effort.

### **So how can you make the most of the opportunity?**

Firstly, it is important to remember that not all integral blind systems are the same. That's why partnering with Morley Glass & Glazing gives installers an instant advantage. We are the

leading specialist in manufacturing sealed units with integral blinds inside through our Uni-Blinds brand.

We work closely with Italian designer and manufacturer Pellini Industrie to ensure that every one of our integral blinds units is built with the world's leading integral blind systems inside – ScreenLine.

### **Increasing demand**

With the ongoing trend for people to work from home and an upsurge in the home improvement market, we are seeing a huge increase in demand for our integral blinds. We produce more than 4,000 units every week, selling to other sealed unit manufacturers, as well as to fabricators and installers, with a complete sales, aftersales and marketing support service plus complimentary nationwide delivery.

What our installer customers find particularly appealing about our integral blinds is that they provide good profit margins and are fitted in exactly the same way as any other sealed unit. Even the motorised

blinds come fully wired and are designed to be easy to install.

### **New products**

We are constantly working with ScreenLine to innovate and create new products. Our latest innovation is the aesthetically balanced SV+ System, which is a slight rework of the best-selling SV System – a cordless Venetian integral blind with a clever magnetic slider to control the whole operation. The SV+ has all the features and technology of the SV System but is entirely symmetrical, optimising the framing of the view so the blind unit is consistent to the left, right and top.

### **Blackouts**

Also new for this year is a range of pleated blackout blinds in eight popular colours, which deliver complete darkness on demand. They prevent light transmission through an advanced blind fabric, as well as light 'bleed' around the edges and cords. The fabric has a high thermal resistance too which means it will help to keep a room cool in the summer months.