

Should You Offer Integral Blinds?



Ian Short, MD of Uni-Blinds integral blinds manufacturer Morley Glass, explains why installers have nothing to fear in offering these chic products as part of their doors and windows package.

Despite being available for 40 years, integral blinds are still relatively unknown amongst UK homeowners, writes Ian Short.

That means the sales potential could be huge for installers who add these premium products to their portfolio and get into the habit of offering them during sales consultations with property owners.

What exactly is an integral blind?

In short, it is a Venetian or pleated blind permanently encapsulated within a double or triple-glazed unit. As it is built into the cavity, it will never become dusty or attract dirt during the lifespan of the IGU (insulating glass unit) – and the main blind unit will only be damaged if the glass is broken.

Integral blinds are available in several different operating systems from manual to motorised. For example, with our Uni-Blinds range, you can

choose from up to five different operating systems depending on the type of blind. These include the C System, a cord-operated manual system and our most popular type of integral blind, the SV System, which is raised, lowered and tilted using a patented cordless magnetic slider.

We also offer two motorised systems. For those looking for an easy-fit system, the W Smart is ideal. It is a battery-operated integral blind which is really simple to install because it does not need to be hard-wired. Then there is the high-spec MB System – this is a smart-home compatible brushless motorised integral blind which can be operated by remote control, wall mounted controls or using a smartphone App.

Not all integral blinds are created equal

As with virtually every product, there is a big variation between the different integral blind



products available. Hence why it is crucial to understand exactly what you are buying when choosing a supplier.

We have only ever manufactured our integral blinds using the ScreenLine systems from the Italian company that pioneered them in the 1970s, Pellini S.p.A. Their quality and reliability allows us to maximise customer satisfaction because their functional and aesthetic qualities will last throughout the service life of the blind.

How integral blinds are made and supplied

The Venetian or pleated blind unit is manufactured to suit the width and height of the customer's IGU. Once delivered to our factory, this is assembled as part of the sealed unit making process, with the inner and outer panes of glass separated by a warm edge spacer bar. No other UK integral blind manufacturer does this. All our units are dual sealed for the best thermal

performance and gas retention. Once sealed our Uni-Blinds branded integral blind units are quality checked and dispatched using our own fleet of vans with complimentary delivery.

As the world's largest producer of bespoke ScreenLine integral units, we benefit from the shortest possible lead times for blinds of this kind, meaning that we can deliver orders to our customers in as little as 10-12 working days.

Tailored glass options

As every integral blind unit is made to order, several different types of glass can be specified to provide enhanced thermal performance, greater solar control to prevent the risk of overheating or both. Simply specify what glass is required at the quotation stage.

The glass upgrades we offer help to make our Uni-Blinds integral blinds a powerful sales proposition. Opting for integral blinds gives homeowners the opportunity to benefit from

windows and doors featuring virtually maintenance-free, stylish blinds that match their décor, as well as upgraded performance to boost their energy efficiency and comfort levels.

And remember that integral blinds can be fitted into all kinds of windows and doors in PVC-U, aluminium and timber frames. They are compatible with everything from fixed lights and casements, to bi-folds, sliding doors, vertically sliding sashes and they can be fitted easily by any competent installer. [i](#)

Pictures: Uni-Blinds integral blinds which are made by Morley Glass in the UK to the highest standards exclusively using ScreenLine systems from the global leader in this technology, Pellini S.p.A.

www.morleyglass.co.uk