



Coulisse Headquarter in Enter, The Netherlands

COULISSE'S 25TH YEAR SIGNALS STRONG FUTURE

In the year in which it marks a quarter century of operation, global window coverings brand Coulisse is continuing to drive business forward amid expectations of further growth. WFA reports.

With an increase in turnover to more than 90 million Euro, Coulisse, which has earned a reputation as a fashion leader in window coverings, has undoubtedly had a good year. This huge growth is largely attributed to positive developments in several markets in Europe, the United States, Southeast Asia and Australia, as well as a continued strong position in multiple main product groups such as roller blinds, screens, double roller and timber venetian blinds.

And according to Christiaan Roetgering – Coulisse Owner, the company looks set to continue setting and achieving goals going forward. Overall, in its 25th anniversary year, Coulisse expects to achieve a new milestone in turnover with 100 million Euro set as its target.

"In 2016, Coulisse introduced its online portal my.coulisse.com and experienced an increase in the number of customers relying on its marketing services. In 2017 we will further expand our service offering in the field of marketing concepts," says Klaus Germes, Coulisse Director - Components. "Last year, we designed and produced nearly 100 customer collections worldwide."

Coulisse expects that its full concept approach, the general positive tendency in the market and the increased focus on the contract market will lead to further significant growth in 2017, he says.



Mr. Dave Chang - Coulisse Asia, Ms. Sangsuee Intadet - BIW Thailand, Mr. Sirichai Rittiphanyawong - BIW Thailand and Mr. Tim de Vos - Coulisse B.V.

In particular, growth is expected in the Asia-Pacific region, where the company recently invested in its presence. Coulisse recently joined a soft launch event to boost brand awareness in the Indonesian market. Furthermore under the auspices of a joint venture in China, Coulisse opened showrooms in Beijing and Shanghai within a short space of time. Supported by a range of tailor-made collection books, the Coulisse brand was introduced in Malaysia, Thailand and Taiwan, ensuring further progress for the brand in these new upcoming markets.

COULISSE LOOKS AHEAD

Company takes next step into the contract market

Following the successful introduction of the Coulisse contract collection and the positive developments in the market in recent years, Coulisse will be increasing its focus on the contract

market in 2017. In addition, Coulisse presented a new contract movie on Heimtextil 2017. The movie shows several projects Coulisse finalised and gives a sneak preview of the way Coulisse connects window coverings and architecture. In the last couple of years, Coulisse extended its contract range into a complete and innovative offering that includes luxury systems and fabrics and in which design and functionality seamlessly come together.

Coulisse as a total solution provider

Coulisse is increasingly positioning itself as a total solution provider.

"Coulisse not only supplies stylish fabrics, innovative components and ready-made products, but can also be a partner to businesses for made-to-measure collections in the ready-made market. Coulisse's services comprise the whole package; from collection proposals and technical developments to the design and in-store installation

“

In 2016, Coulissee introduced its online portal my.coulisse.com and experienced an increase in the number of customers relying on its marketing services. In 2017 we will further expand our service offering in the field of marketing concepts

Klaus Germes

**Coulisse Director -
Components**

Coulisse Screen SCR 3005
Contract design collection

of attractive marketing concepts, Coulissee can help. We strive to support our customers in the best possible way in terms of logistics and marketing. Not only the Components division, but also the DIY by Coulissee division provides a full door-to-door service for both ready-made as well as made-to-measure concepts.”

COULISSEE INNOVATIONS

Absolute Roller Blind 2.0 system

With hardware playing an instrumental part in the total look and feel of a roller blind, the Coulissee modular roller blind concept Absolute Roller Blind 2.0 offers hardware in an array of materials and colours. “This second generation of the Absolute roller blind system is even more efficient and easier to assemble, install and use than the original. Depending on the preferred look, the mechanism can be completed with components in plastics or metal in six different colours. By combining fabric with hardware in a matching colour scheme, the roller blind gets a total look that will definitely turn it into an eye catcher in your interior and suit different interior design styles.”

The system is available in mini to large varieties (from 19 mm – 80 mm) – with and without cassette – with either hand operated or automated control systems. The new mechanism in synthetic materials allows for very smooth operation. The modular structure of the system has been developed down

to the smallest details, offering over 400 different configuration options for the system, with a minimum number of parts and without the use of special tools. The concept comprises both basic and full-option systems in a stylish designer look, manually operated or motorised, and is developed for easy and quick assembly and installation. The entire concept is available from stock. This Absolute Roller 2.0 system can be well combined with the new Coulissee Double Roller fabrics.



Absolute Roller
Blind 2.0
system Metal
Chrome

Affordable, user-friendly motorisation with the new Coulissee Pull Motor

The Coulissee pull motor is a clever model that offers the advantages of motorisation, whilst taking away all complexity of regular motorisation. One-time programming is done by a simple push of the button to set three desired upper-, bottom- and in-between-stop positions, meaning no hassles with on/off-switches and program-modes etc. Installation is similar to a chain mechanism, ensuring install convenience and time savings. For the wireless operation of the blind no separate

batteries, power supply cables and remote control are needed, which leads to significant cost savings and attractive pricing for those who prefer child-safe motorisation.

The Coulissee Pull motor is one of the award-winning entries of the 2016 WCMA Product Awards that will be awarded during the International Window Coverings Expo (IWCE) to be held March 8 – 9, 2017 in Charlotte, North Carolina, USA. IWCE is the U.S. trade show dedicated to the window coverings industry.

New child-safe Cordless Spring System

The child-safe Cordless spring roller system is a new solution, characterised by the ease of installation that matches the simplicity of a chain system. The spring tension will be set globally at the factory in advance. A transport locker keeps the previously adjusted tension on the system until the moment of installation. After installation, further fine-tuning can be done with the adjusting wheel. The blind can be controlled through the bottom bar by hand. It can slide up and down and be stopped at any height, having a slight backspacing. The spring mechanism ensures a smooth rolling of the blind, which has no mounting profile, no operation cords or chains, giving it a clean and neat look and making it an affordable child-safe solution.

COULISSE INSPIRES

Coulisse presents a series of new double roller fabrics

Coulisse introduces a series of new double roller fabrics with a beautiful natural touch. The fabrics are available in very soft and refined powdery colour tones, which make them tie in perfectly with growing demand for materials with a different look and style. The new double roller fabrics each have their own distinctive features, such as a subtle gloss, metallic touch or a pure natural look. The wide range of soft and white tones in the collection contribute to the feeling of peace and harmony. With this new collection, Coulisse responds to the trend in the market centered around ever-softer colour tones and tactile materials.

Coulisse releases new screens

As an addition to its existing screen offering Coulisse will gradually be launching a range of new screens in 2017. Besides excellent functional properties, the new screens stand out for their decorative nature. "The design approach in developing these new screens gives a new decorative dimension to 'screen' as a fabric, which makes them suitable for both the residential and the contract market, ensuring a modern and architectural look, from the inside as well as outside. The new screens are all available in a width of 300 cm, enabling the building of wider window constructions and saving waste when used for smaller windows."

New Coulisse journal

At the recent Heimtextil show in Frankfurt, Germany in January, Coulisse presented the new and 5th edition of the Coulisse journal. The theme of this new journal is Recharge, which invites readers to enjoy a more balanced life in creating a relaxed environment at home and in the public domain.

COULISSE IN ASIA

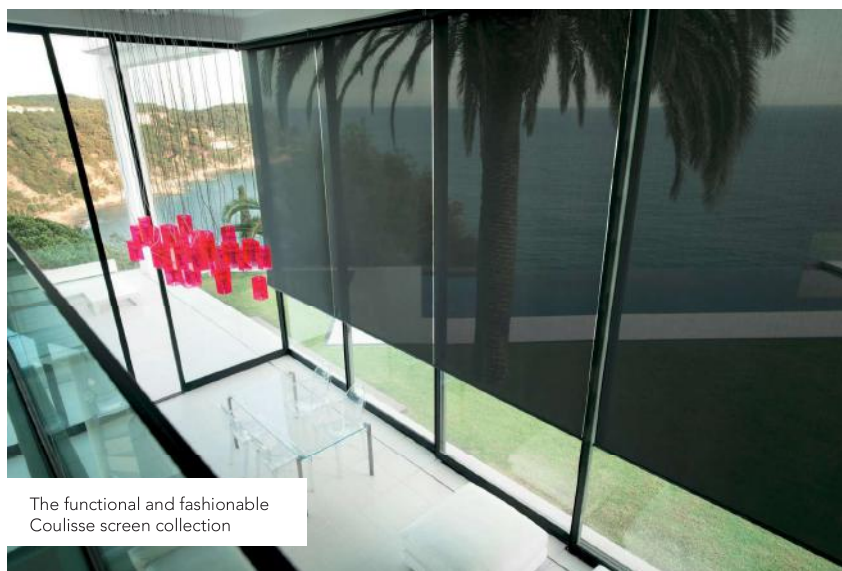
Dave Chang in Asia-Pacific



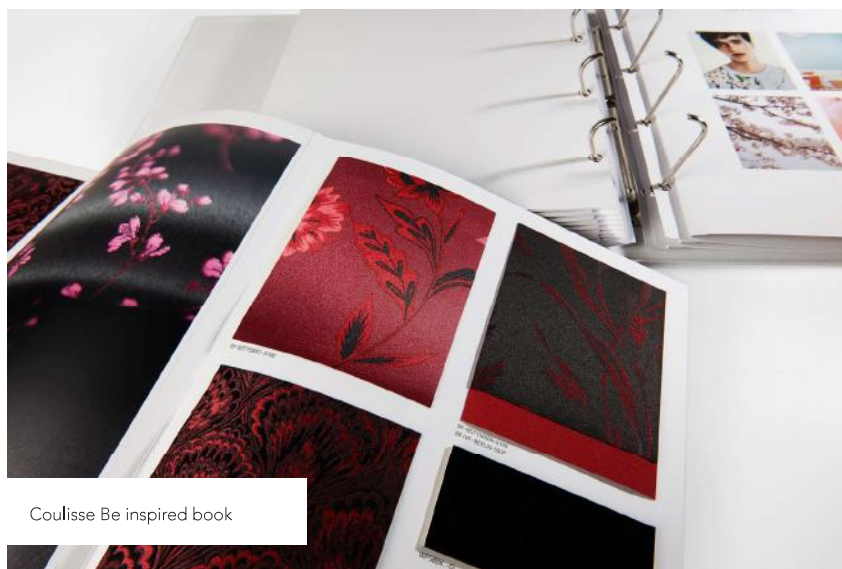
Having set up its subsidiary in South East Asia in 2012, Coulisse has succeeded in further developing the markets in Asia, Australia and New Zealand. From Coulisse head office in Singapore, Dave Chang, Director of Asia Pacific, is in charge of bringing the Coulisse brand to selected



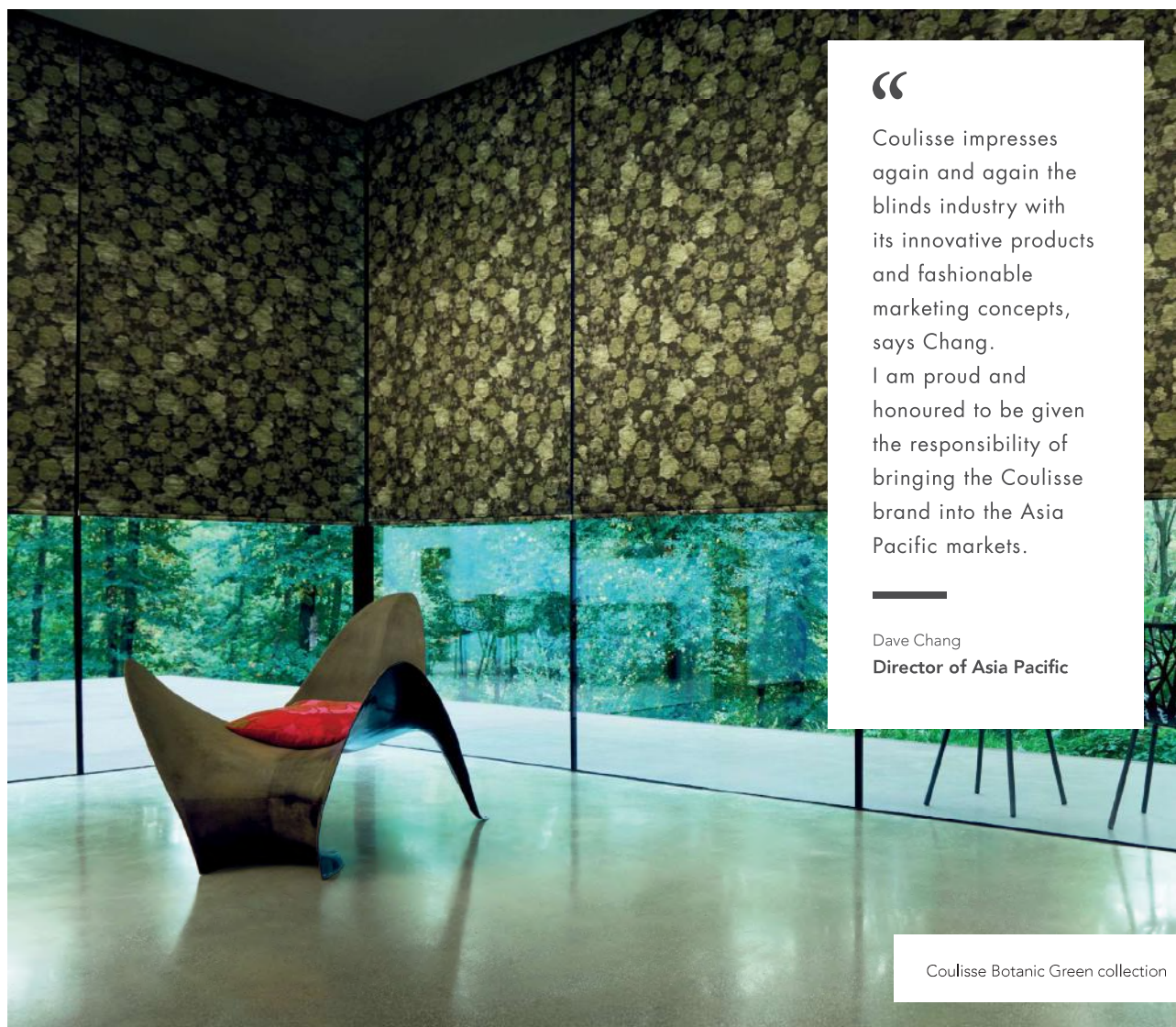
Coulisse Double Roller Hydra fabrics color pearl



The functional and fashionable Coulisse screen collection



Coulisse Be inspired book



countries and areas in these markets. With more than a decade of experience in all facets of the window blinds industry including global trade, manufacturing and production at major blind companies, as well as an expertise in screen fabrics, Chang is able to understand and anticipate to customer needs.

“Coulisse impresses again and again the blinds industry with its innovative products and fashionable marketing concepts,” says Chang. “I am proud and honoured to be given the responsibility of bringing the Coulisse brand into the Asia Pacific markets.”

Coulisse + TWC in Australia

In Australia Coulisse works jointly with Total Window Concepts (TWC) which launched its HUGO collection in June of last year during the BMAA Super Expo on the Gold Coast. This collection consists of exclusive and luxurious fabrics from Coulisse, such as Heritage, Mexico, Richmond,

Brasilia and more. The high-end collection is available in elegant colours and beautiful finishes and offers a choice from rich jacquards to silky fabrics and chic woven textiles.

Since launching in 1997, TWC is regarded as a leading manufacturer of custom-made window furnishings with a focus on quality, customer convenience and reliability of service. TWC is committed to Australian manufacturing, demonstrated by heavy investment in merchandising the factory to ensure that the blinds are consistently superior. The carefully selected and well-established local and international business alliances complement and reflect TWC company values, bringing the latest market trends and components from around the globe.

Coulisse in a nutshell

Established in 1992, Coulisse has grown into a leading international supplier of window coverings

for both made-to-measure products and the DIY market. In its home market of the Netherlands, Coulisse has an 11,000 square metres warehouse and design centre, which supply 7,000 SKUs to the world market.

Coulisse provides motor solutions for each of its systems which include Roller Shades, Roman Shades, Venetian Blinds, Panel Tracks and Honey Cells. Some of the most successful fabrics are made of 100 percent Trevira®CS fabrics as well as natural roller shades of jute, paper and linen. Coulisse also supplies blackout and light filtering shades.

The company in its expanding export effort now has sales offices in Singapore, Shanghai, Guangzhou, Taipei, Warsaw Poland and Moscow.

Every third year, Coulisse's global presence can also be felt at its exhibit at R&T in Stuttgart, Germany, with an expansive and eye-catching booth featuring dining, live music and entertainment.