



Wood Blinds with Cordless Lift and Wand Tilt  
SMOOTH FINISH | Rich Walnut W2-133



## WHY CHOOSE OUR WOOD & FAUX BLINDS?

In a word, **craftsmanship**. Our blinds are built from carefully inspected slats and components engineered to last. Combined with our **elite color line** and **attention to detail** (i.e., hand-finished valance returns), our blinds are nothing short of masterful. **Decorative collections** in both programs help set us apart — and will help you stand out, too.

# WOOD & FAUX WOOD BLINDS

## 1. CLASSIC COLLECTIONS

**Smooth Finish Wood** in timeless stains, whites and soft neutrals, add up to 30 irresistible choices.

**Coastal Wood** features a distinctive wire-brushed finish with textural appeal, available in six weathered colors.

**Faux Wood** offers the look of wood with the care-free upkeep of vinyl. 12 selections including whites, neutrals, grays, and wood tones.

**Premium Grain Faux** is an exquisite decorative collection with a beautiful wood grain print in eight inviting colors. A definite wow factor!

## 2. NOTEWORTHY INNOVATIONS

**Cordless Lift & Lock™** offers cordless lift and lower operation with a simple push of a bottomrail button. When used in conjunction with the wand tilt, blinds are Certified Best for Kids.



**Magnetic valance attachment system** installs easily, adjusts conveniently, and stays secure for peace of mind. Installers love it.

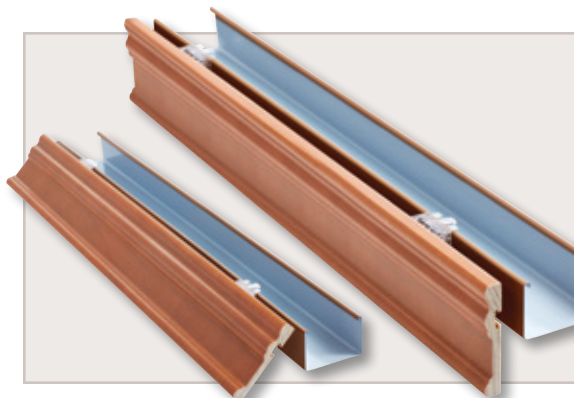


## 3. QUALITY CRAFTSMANSHIP

**Valance returns** are glued and finished by hand, assuring a beautiful mitered corner look — with time-saving installation, too.

**Metal components** in headrail are engineered for smooth operation and longer life.

**Improved component color coordination** contributes to a more upscale custom appearance.



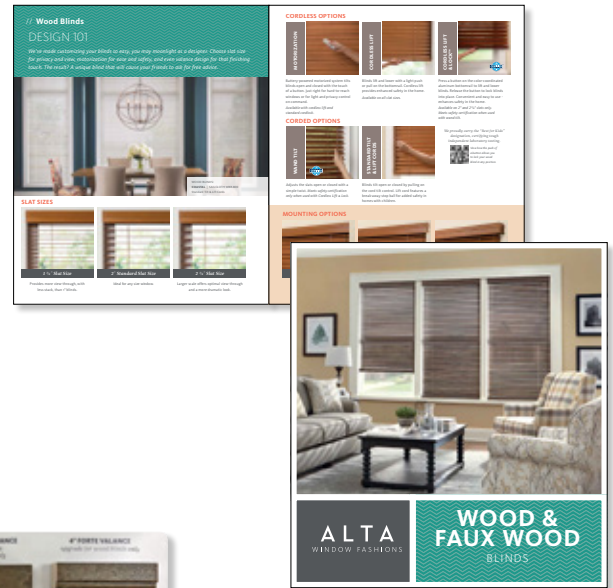
## SAMPLE BOOK

- Clean, high-style design helps build customer confidence in brand
- Soft, easy-carry handles



## PHOTO BOOK

- On-trend inspirational photos with quick-reference identification
- Control and design option images help simplify decision making
- At-a-glance summary chart for easy product reference



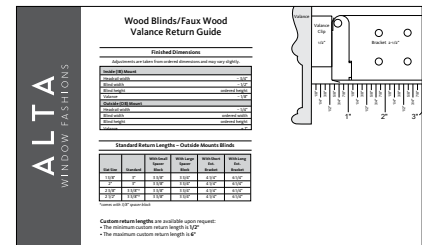
## DECKS

- Easy-to-view slat and tape decks, plus removable valance deck featuring actual size samples of our multiple options



## EXTRAS!

- Cordless Lift & Lock rail coordination guide with actual color chips allows customer to view rail and slat coordination
- Valance Return Guide, printed on clear poly, is a valuable on-site measuring tool with handy specification info



## KEY TAKE AWAYS for Alta Wood and Faux Wood Blinds

- 1. Wood and Faux Wood Collections** with well over 50 SKUs, including wire-brushed finish Coastal wood and Premium Grain faux wood.
- 2. Cordless Lift & Lock**, combined with wand tilt, is Certified Best for Kids.
- 3. Valance Returns** are glued and finished by hand for a perfectly beautiful accent to blinds.
- 4. Innovative Magnetic Valance Attachment System** installs easily, adjusts conveniently, and stays secure for peace of mind.
- 5. Metal Components** Cordlock, tilter and barrels inside the headrail are metal, not plastic, for better performance and longer life.

