

Luxaflex®

WINDOW FASHIONS

THE MARKET

The window coverings industry in Australia is mature with few national brands, numerous local brands and small businesses all competing for the same consumer dollar. With an influx of mass-produced imported products from Asia into the market in recent years, competition for Australian manufacturers is high. In tough economic times consumers turn towards brands they know and trust, which bodes well for the LUXAFLEX® Window Fashions brand, which provides high-quality, custom made products designed to cope with harsh Australian elements. Finding that their ongoing innovation and technical superiority has created a strong reputation amongst consumers will surely see the brand succeed well into the future. The new tagline 'simply smarter by design' perfectly sums up the brand's direction in 2012 and beyond and is just one of the things that make Luxaflex the largest non-curtain window-covering supplier for the premium end of the market.

ACHIEVEMENTS

A notable achievement was the 1987 launch of the energy efficient Luxaflex DUETTE® Shades and thereby the introduction of the Softshades category of blinds. It is this category of patented products that has led the market for the past 25 years, with competitor products not able to match the level of ongoing innovation or product quality. The category expanded in 1994 to include Luxaflex SILHOUETTE® Shadings, followed by Luxaflex LUMINETTE® Privacy Sheers and in 2011, Luxaflex PIROUETTE® Shadings.

The quality and breadth of the product range has dictated the need for a unique distribution network with a focus on educating consumers and finding solutions. The Luxaflex Window Fashions brand is available through David Jones and independent retailers nationally, however it is the top tier distribution network known as Luxaflex Window Fashions Gallery that leads the industry. This award winning program launched in 2004, with a network of over 70 Galleries continuing to offer unrivalled customer service, product knowledge and a unique showroom environment. Each



Gallery features full-sized product displays with a variety of functionality, including motorisation, so consumers can see, feel and operate the blinds, just like they would in their own home. This is complemented by an in-home consultation where the customer's privacy, light, design and thermal requirements are assessed, with a customised solution provided.

HISTORY

Available in Australia since 1954, Luxaflex Window Fashions is a brand that originated from Holland and is still found throughout the world. The Australian range is unique, as the product has been customised over the years to suit the climate and architectural styles unique to Australia.

The brand became truly iconic when Maggie Tabberer and Richard Zachariah were announced as the face of Luxaflex Window Fashions in 1992 in an era when celebrity endorsements were not as common as today. The brand is still remembered from the advertisements featuring 'Maggie T', and the strap line 'You'll Love Living with Luxaflex Window Fashions. This marketing

initiative really cemented the brand as a long-term Australian success story and along with its ongoing product innovation created the brand that is so well known today.

Throughout the 1990's the product range evolved quickly with a series of innovative, patented products being released, with this focus on product innovation, style, functionality and durability maintaining the brand's core values.

THE PRODUCT

One of the first Luxaflex products to be released in



Luxaflex TWI-NIGHTER venetians
... so much a part of modern living

How true it is that house furnishings reflect the personalities of the people who choose them! Perhaps that's why so many people choose the most versatile and beautiful blinds of all... venetians... and the most famous... Luxaflex TWI-NIGHTER Aluminium Venetians. The functional versatility and complete control of light, air and privacy of venetian blinds has long been recognised by home decorators. Today, Luxaflex silk and matching plastic tapes have created a new dramatic concept in interior decoration. Your window coverings will become the focal point of your home decorating when you choose Luxaflex TWI-NIGHTER venetian blinds - and, remember, TWI-NIGHTER are the "soft just don't shut dark" venetians. No other blind works so smoothly, so effortlessly or lasts so long!

Luxaflex TWI-NIGHTER ALUMINIUM VENETIAN BLINDS

Write for the free measuring brochure: Home Design, Australia Pty Ltd, 383/385 Service Rd, Rydalmere, N.S.W.

1. **SPRING-TENSIONED ALUMINIUM SLATS:** Luxaflex TWI-NIGHTER venetians are made of strong, lightweight aluminium slats which are spring-tensioned to give them a "give" which allows them to be opened and closed with ease. This gives you a "give" which allows you to adjust the slats to suit your needs. This gives you a "give" which allows you to adjust the slats to suit your needs.

2. **SOFT JUST DON'T SHUT DARK:** Luxaflex TWI-NIGHTER venetians are made of soft, lightweight aluminium slats which are spring-tensioned to give them a "give" which allows them to be opened and closed with ease. This gives you a "give" which allows you to adjust the slats to suit your needs. This gives you a "give" which allows you to adjust the slats to suit your needs.

3. **BEHIND CURTAINS AND PLASTIC TAPES:** Luxaflex TWI-NIGHTER venetians are made of soft, lightweight aluminium slats which are spring-tensioned to give them a "give" which allows them to be opened and closed with ease. This gives you a "give" which allows you to adjust the slats to suit your needs. This gives you a "give" which allows you to adjust the slats to suit your needs.

4. **FUNCTIONAL VERSATILITY:** Luxaflex TWI-NIGHTER venetians are made of soft, lightweight aluminium slats which are spring-tensioned to give them a "give" which allows them to be opened and closed with ease. This gives you a "give" which allows you to adjust the slats to suit your needs. This gives you a "give" which allows you to adjust the slats to suit your needs.

5. **EXCITING NEW COLOURS:** Luxaflex TWI-NIGHTER venetians are made of soft, lightweight aluminium slats which are spring-tensioned to give them a "give" which allows them to be opened and closed with ease. This gives you a "give" which allows you to adjust the slats to suit your needs. This gives you a "give" which allows you to adjust the slats to suit your needs.

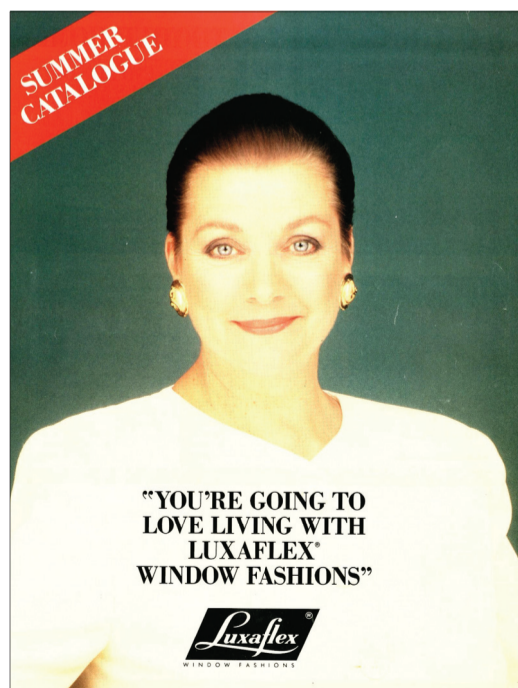
Australia was the traditional Aluminium Venetian Blind, followed by Awnings, which featured bold striped designs.

While these products have continued to evolve and are still sold today, one can draw a parallel between interior design and fashion trends. Gone are the bold, striped designs, replaced by softer fabrics and straight drop designs in colour palettes that are less pastel with more calm neutrals.



The introduction of energy efficient Luxaflex DUETTE® Shades was the next biggest innovation for the brand. In 2008 this product was further improved with the introduction of DUETTE® Architella Shades, which feature a unique 'cell within a cell' design making them the most energy efficient window covering on the market today - able to reduce the average cost of heating a home by a massive 43%. In addition, the entire Softshades category can now be motorised with PowerRise Platinum Technology, while Roller Blinds can be operated remotely via a device such as an iPad.

A key part to the ongoing innovation has been the evolution of the fabric range. With many of the fabrics still locally produced in Rydalmere (Sydney) NSW, the range is specifically made for



local consumers' tastes, as well as to withstand the harsh Australian environment.

RECENT DEVELOPMENTS

The heritage of the brand proved to be a valuable insight when choosing the latest evolution. In 2011, competitive pressures and an uncertain economic outlook meant that it was time to take a more aggressive approach in order to increase the market share of a stagnant to declining market. As the Luxaflex product and service offering is



superior, particularly when compared to the range of cheaper imports and price-driven competitors, it was decided that it was imperative to leverage the brand heritage but change what was being communicated, and how that message was being delivered.

Research confirmed the need to educate consumers about the technical superiority of the products in order to justify their price positioning – bringing to life the old saying 'you get what you pay for' – as well as communicate the excellent service provided by Luxaflex Galleries. The TV advertisements therefore take the audience on a journey with the product being unveiled while highlighting the technical excellence and engineering behind the products. Using real products in a CGI world, the design and technical superiority of the products is shown, with this theme running consistently across print advertising. The shopping experience is showcased online and in print, with the new strap line 'smarter design begins with us' bringing the product and buying experience together.

PROMOTION

The Luxaflex brand has predominantly been showcased via traditional means – from the Yellow Pages and print advertisements to bursts of TV advertising. However, the shift towards online has meant that different forms of promotion are now required. Luxaflex retailers are reporting back that thanks to the online environment, consumers are more educated than ever before - visiting the website, watching videos and reading about the product features and benefits long before they turn up in-store.

The brand has recognised they have to give consumers what they are looking for, all at the touch of a button. This has been achieved through a brand website as well as personalised sites for each of the Galleries. All of these have separate mobile sites, meaning that consumers really can connect with the brand in the most convenient way for them.

Other forms of promotion include a long-standing public relations campaign and promotional catalogues at key sales periods, generally being Spring, Summer and Winter. Home shows and event partnerships round out the promotional strategy.



BRAND VALUES

Recent brand research solidified the brand values – technical superiority, value for money, quality and innovation. All of these make sense for the brand, though the value for money focus is a new one with the brand needing to justify the price positioning in the face of increased competition from cheap imports.

THINGS YOU DIDN'T KNOW ABOUT LUXAFLEX

- Luxaflex is a Dutch brand and is part of the largest worldwide group for window coverings.
- Textiles and metal products used to make many of the blinds & awnings are still manufactured at their Rydalmere factory in NSW.
- The majority of products are custom made to measure in Sydney or Brisbane
- Consumers can save up to 43% on their heating or cooling costs by installing the energy efficient Luxaflex Duette Architella Shades.
- The Australian Antarctic Division chose Luxaflex Duette Architella Shades for their living quarters, further proof that these blinds are the most energy efficient insulating blinds available in Australia today.
- Luxaflex is one of only a few brands available nationally in Australia, with distribution in all states & territories.
- The most popular products by Luxaflex Window Fashions in 2012 are Roller Blinds, DUETTE Shades and Fabric Awnings.
- The Luxaflex product range are made to measure from quality suppliers manufacturing to our specifications worldwide including Germany, Holland, Italy, Canada, USA, the Asia region and their own factories in Australia.