

# Exterior & Interior Window Coverings & Treatments Across the Grand Strand

by Susan Roush

**Exterior & Interior Window Treatments Protect and Beautify Homes and Businesses: Two HGHBA members discuss trends, styles and versatility in shutters and shades.**

Stan Burroughs, founder and president of **Burroughs Shutter Company**, was busy on the job site when *Building Industry Synergy*



*Burroughs Shutter Company owner & operator, Stan Burroughs, has been selling a large amount of roll down shutters as a result of the past two active hurricane seasons.*

caught up with him. He said, “I had a lot of calls from people who wanted me to come out and put up shutters when Irma was hitting Florida.” Now that the season has passed, Stan said, “This is the time to buy for next season.” With hurricane protection, there are some notable trends. Stan said, “With the storm season we’ve had in the past two years, we’re selling



*Roll down shutters.*



*Clear track panels.*

a lot more roll down and accordion shutters. People want to be able to close them up quickly – they’re not labor-intensive. The other products Burroughs Shutter Company has been selling a lot of lately are aluminum panels, clear-track panels and fabric panels. Clear track panel

can be installed at the top and bottom of a window with a bolt and wing nut on a track and people can still have daylight in the house. Fabric panels are lightweight, easy to install and take minimal storage room.

In terms of builder demand, Stan said, “They’re doing more of the



*Residential application of Bahama & Colonial shutters on the left & a Commercial application of the Bahama shutters on the right.*



*Colonial shutters.*

Bahama and louvered or raised panel Colonial operable shutters. They like the look of those on the new homes.” These shutters have locking systems for when they’re closed against a storm. Storm-rated shutters have been tested to wind loads of 140 mph. A flat sheet of Lexan is built into the shutters to fortify them for strength and wind resistance. Another popular feature among builders are rolled screens that can be operated remotely and disappear into headers when raised. The Burroughs Shutter Company also keeps busy servicing older shutters.

Moving to the interior of homes and businesses, Matt Burroughs



*The exterior & interior views of the increasingly popular traditional Plantation shutters. Burroughs Shutter Company has seen a higher demand for interior shutters over the past couple of years.*

reported that traditional plantation shutters continue to be popular. Shutters are offered with 2.5”, 3.5” and even 4.5” louvres, all with different mounting options. Light, sun, heat and glare control are factors in decisions about window treatments. Matt added, “For example, interior roller and solar shades have become extremely popular with homeowners and businesses. They can be manually operated or motorized. With all the

different fabric and screens available, there are options to help control light and to achieve the desired effect.” Stan and Matt are ready to assist with all your indoor and outdoor shutter or shade needs. Stan said, “We welcome people to call us, and we’ll set up an appointment.”

**Please See Page 3 Of This Issue For More Information Regarding Burroughs Shutter Company.**

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For clients having trouble visualizing the fit and finish of a window treatment, **Shade and Shutter Expo** has a beautiful showroom. Owner Danny Fergus said,



The Shade & Shutter showroom is located at 3147 Fred Nash Blvd. in Myrtle Beach (on the frontage road off of Bypass 17 between Hwy. 501 & the back entrance to Market Commons).

“People can see working full-size samples. One of the nice things with the Hunter Douglas products is they have the ‘Right Choice Promise.’ If you buy a custom shade, they give you 20 days and if you don’t like it, then



Danny Fergus & Julie Fergus in the Hunter Douglas Gallery in their showroom.



you can actually pick out another product for a small restocking fee.” Shade and Shutter Expo carries several lines besides Hunter Douglas.

Co-owner Julie Fergus said, “Our sister company, Palmetto Shutter Company, manufactures our solar shades, roll down screens, and Bahama shutters.” Among the trends, Danny and Julie have noticed a preference for Plantation shutters with larger louvers. Solar shades that block UV rays and heat,

provide privacy, and yet allow for the full enjoyment of views are also popular. Texture and pattern are making a comeback. Danny said,



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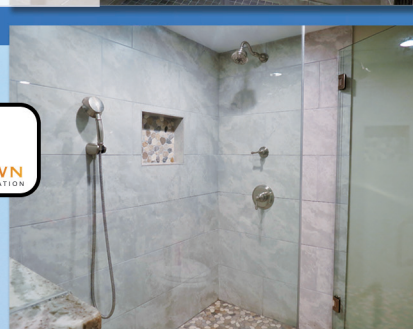
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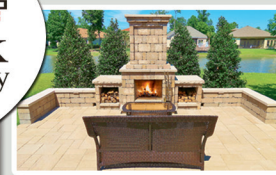


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“Everybody is going for the clean, sleek look where treatments become part of the room and not the focal point. Texture and pattern adds character within that look.”



Motorization is gaining popularity, for ease of operation, programmability, and safety. Getting rid of cords is a cleaner look and removes safety hazards for children and pets; there are non-motorized cordless shades as well. The Shade and Shutter Expo team can also help you with handsome solutions for sliding glass door treatments, or any other interior design challenge.

For exteriors Danny said, “We’ve had at least a ten-fold increase this year over last year for hurricane protection. Most of our customers are looking for ease of installation, and some people use a mix of products. Price ranges vary; sometimes it’s the



budget that makes the decision, sometimes it’s the product. It just depends on the homeowner and the situation. All of our hurricane products are engineered for storm protection.” Shade and Shutter Expo also sells and installs roll down screens and vinyl to enclose patios or garages, screen shades for porches, and retractable awnings. ■

