

The Latest Trends In Window Coverings & Treatments

by Cynthia Mendenhall

Local building contractors, property management companies and many homeowners understand the importance of protecting their property and creating the best 'Curb Appeal' for their home or business. *Building Industry Synergy* reached out to two respected HGHBA members to learn more about the latest trends in the 'Window Covering' industry & what each of their companies have to offer to keep up with these trends.

Stan Burroughs, owner and founder of **Burroughs Shutter Company**, has offered custom made shutters to residents and commercial builders along the Grand Strand for



Stan Burroughs

almost 20 years. During that time, he has built great relationships with builders, architects, and homeowners from Wilmington, NC to Charleston, SC. Stan and his team are excellent at meeting everyone's needs, whether they desire a decorative look or are more concerned with protecting their home. If it's a shutter, Burroughs installs it.

Matt Burroughs, head of the sales,



Residential Bahama Shutters

offered a synopsis of the trends he's noticed lately, "Bahama shutters are popular, so are exterior roller shades, screens, and the solar shades. We still do a lot of traditional, colonial-style shutters too. As far as interior products, solar shades are big now as are roller shades and plantation

shutters." They are also seeing a lot of requests for indoor blinds and shades that are simply aesthetic and not necessarily code-rated, because sometimes it is just about appearance. Matt added, "Right now, most community builders want us to improve the front of their houses, give

them a pop by improving the curb appeal with a 3D look." That's when bahama shutters are a good choice because they are decorative but still provide protection from high winds and storms.

The company is also seeing more requests for IBC Hurricane code-rated shades to replace older aluminum panels. "Folks have had panels in the past, but as they age or for widows living alone, panels are difficult to maneuver. The new exterior accordion or roll-down shades can be remote-controlled,"

Stan explained. Even though younger people have no trouble at all with the aluminum panels, it seems everyone enjoys the convenience of having complete control from their phone or tablet, even from remote locations.

It also seems the past few hurricane seasons have encouraged people who've been thinking about adding shutters to their home to go ahead and do it. Stan has seen an increase in business as a result of the recurring threat of dangerous storms. In the days leading up to the latest hurricane forecast, the company

received numerous calls the week of the storm from individuals not realizing custom shutters take 4-6 weeks from time of order. He reminds everyone in the Horry/Georgetown area, "The best time to prepare for hurricane season is now. Be prepared; don't wait until the forecast to call us."

Stan believes the company's honesty, follow-through, and their ability and willingness to make the estimated price the final cost every time is why Burroughs is such an easy choice for so many local building contractors. "Builders just want someone they can call to have work done right and they want to be charged fairly, which is exactly what we do. No surprises." Honesty and integrity are at the core of everything Burroughs does and a big reason they are recognized the 'Premier Shutter Installation Company of the Grand Strand' by many local building contractors & homeowners. Stan, Matt, and the whole team are always ready to assist builders and homeowners in finding the best fit and design according to their needs, desires, and budget. **FOR FURTHER INFORMATION ON BURROUGHS SHUTTER COMPANY PLEASE SEE PAGE 3 OF THIS ISSUE.**



Clear Storm Panels cover the front door of this beach home in Pawleys Island, SC.

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Stan Burroughs demonstrates the ease of operation & the benefits of the automated Zip Tex Rolling Fabric Screens for home and business owners.

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Bloomin' Blinds is one of the newest members of our HGHBA family. Jeff and Marinda Angel, owners and operators, opened their local franchise in June 2017, and were inducted into our local HBA this past August. They sell, install, and repair blinds, shades, and shutters from a mobile showroom.

In a recent interview, Jeff pointed out several trends he's seen lately. "Cordless technology is the number one trending thing we see. By 2020, all blinds and shades will be cordless.



Jeff & Marinda Angel (right) review the benefits of the plantation shutters to a homeowner.



Jeff & Marinda Angel

It's a big emphasis in the industry for child safety. Second to that is the convenience of motorization. Blinds and shades are now a part of home integration systems." For the past several years, complete

home integration systems have been available but were not affordable for most homeowners. "As technologies have been evolving with Alexa, all of those options are coming into a budget point for a lot more people," Jeff shared.

As far as style and design, he's

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noticed shades and blinds taking a softer approach. Roller shades are popular, but in softer fabrics. "Of course, the classic plantation shutters will always be popular here because they give us that beachy environment," Jeff added. "Also, invisible tilt shutters are quite popular as they offer a more open view that is clear, and we can even motorize your shutters"

One thing that makes Bloomin' Blinds unique is the ability to repair blinds, shades, and shutters of all types. This benefits homeowners and property managers most. If you have an entire room or house of matching blinds and one breaks, Jeff can come and repair that blind for you. This

saves a lot of money and is much more convenient than replacing all of the blinds in that room or the whole house. And because the company is mobile-based, he can most often make that repair in one visit. "Property managers are busy people without a lot of extra time. They can call us when they have a problem and we will fix it, taking the issue completely off their list quickly, conveniently, and in the most cost-effective way possible." The Angels are also pet-lovers, so they are sensitive to animal-related problems and are eager to repair the cord your rambunctious puppy mangled.

Imagine choosing colors,



materials, and textures in the context of your home. For remodels and new construction, Jeff brings the whole showroom to your home. Viewing his samples in your home's own light provides a huge advantage, not to mention a great deal of convenience for you. And not only does he sell

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Bloomin' Blinds enjoyed celebrating their business with a ribbon cutting ceremony held by the Conway Chamber of Commerce.

blinds, shades, and shutters, Jeff will be the one returning to install them. Bloomin' Blinds also does commercial work and has successfully completed work for Georgetown County Airport, Horry County Schools, and in the private sector. Offices can benefit greatly by upgrading to the new solar shades that

block heat and glare and provide a much more conducive work environment. Our local Bloomin' Blinds franchise services individuals in Horry, Georgetown, Brunswick, and New Hanover Counties. The Angels are honest, down-to-earth, local residents with a heart for their community. That's

why they've decided to offer discounts for victims of flooding from our recent storms. "We want to help our neighbors through the recovery process," Marinda said. Give them a call for the details of the discount and for all of your blind, shade, and shutter needs. ■



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Can Your Business Withstand a Security Threat?

by Dr. John D'Ambrosio, President/CEO,
Better Business Bureau of Coastal Carolina

All businesses – small or large – will have security threats that hit their online services. The threat can come from anywhere and can hit any business at any time. It seems as if daily, there's a news story about a large company that has been hacked in one form or another.

Cybercrime targets all. Ransomware is a huge problem and cost businesses more than 1 billion in 2016. A recent survey showed that 33 percent of respondents have experienced a ransomware attack. It is such a huge problem, that some states have increased penalties for those convicted of this crime. Data breaches are far too common. A study by a leading cybersecurity company showed that 90 percent of data breaches impact small businesses, particularly retailers (45 percent), food and beverage (24 percent) and hospitality (9

percent). One of the most expensive costs to a business with a data breach is the customer notification. Many compromised companies offer to provide identity theft protection at no cost for a minimum of 12 months for affected customers. Most small businesses can't afford a data breach. Do you have strong security strategies in place to detect and prevent security attacks? Two of the most common security risks small businesses face involves employees. The most common cause of a data breach is either from an unhappy employee or from an ex-employee



whose expectations were not met. Either way, if an employee turns against your business, disaster can happen if you are not prepared. There are ways to stop internal employee attacks. First, make sure to change the passwords, credentials, and authentications immediately when an employee quits or is fired. However, you can't stop there. You must monitor access to current employee credentials closely. Scrutinize confidential account activity and watch for any unusual actions.

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