



by Sara Sobota

The Latest Trends In Exterior / Interior Window Treatments & Interior Design

Interior & exterior window treatments offer both décor & safety for both residential homes and commercial businesses. Burroughs Shutter Company in Murrells Inlet, SC and Coastal Luxe Interiors in Myrtle Beach, SC continue to be leaders in their fields of expertise when it comes to window treatments and interior design.

Think ahead. That sage advice comes from Stan Burroughs, owner of **Burroughs Shutter Company** in Murrells Inlet, who's become an



Burroughs Shutter Company owner, Stan Burroughs

expert in the field of hurricane protection with 20 years in business. "The winter is the time to get ready for the storms," said Burroughs. "Don't wait for the summer, because then it's here and then you don't have them."

Burroughs Shutter Company offers a wide range of solutions for hurricane protection that also add beauty, comfort, and elegance to any home's exterior and open areas.

The latest product on the market is storm tex retractable hurricane screens, which come in a variety of colors.

"They're rolling screens, and they not only offer storm protection, but they can offer solar, wind, privacy, and comfort control at instant notice," said Burroughs. "It's a mesh net that retracts on your house, and it goes wide distances – it can extend to a span of 24 feet."

These screens are perfect for screened-in porches or partially enclosed outside living areas, and they also extend the use of the area



Burroughs Shutter Company installed Colonial shutters on Belin Memorial United Methodist Church in Murrells Inlet, SC.

throughout the year.

"It's great for an outside porch that you want to close up," said Burroughs. "The difference with this product is it's code rated, which means it meets international



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Stan Burroughs (right) visits with a customer in Garden City, SC. Burroughs Shutter Company installed Bahama shutters and Colonial shutters on this Garden City home.

hurricane building codes."

Bahama and colonial shutters are other popular choices for homeowners looking for protection paired with style, and going with Burroughs Shutters ensures a top-quality product.



"This time of year, our number one seller is our Bahamas," said Burroughs. "We don't spray paint them; we use powder coated, which makes it last so much longer. Other companies have them spray painted,



Roll down shutters

which makes them fade and chip. Our Bahamas are powder coated – we have it done down in Florida."

Other high-demand items include roll down shutters, which also offer security, weather protection, energy

conservation, and noise control in one product. To top it off, the product is motorized, heightening convenience.

"People like the impact roll down," said Burroughs. "They like just being able to use a remote and close up an area, especially if it's a hard-to-get-to window. You just put that up and press a button, and it rolls down."

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Stan Burroughs' nephew, Matt Burroughs (left), joined Burroughs Shutter Company in 2003 to help with sales & has expanded the interior shutter offerings and market.

customer service. “We constantly change; we’ve grown as the business has grown. I’m constantly out there looking for manufacturers that have a good product – that way we stay on top of it. And we only buy products from superior companies. If it’s not excellent, we don’t even carry it. I don’t want

anybody to have trouble with something that’s inferior. We offer the best.”

That practice has paid off, said Burroughs.

“People use us because we’ve been here. We’ve been here 20 years, and every referral has been excellent. We do whatever it takes to make the person happy that’s buying from us. We’ve got qualified employees that install our products, so it’s done right.”

PLEASE REFER TO PAGE 3 OF THIS ISSUE FOR MORE INFORMATION ON BURROUGHS SHUTTER COMPANY.

Burroughs Shutter Company is long on experience, quality, and reliability. Burroughs started the business two decades ago with a base of 25 builders, and that number has tripled over the years, especially with the addition of Matt Burroughs, Stan’s nephew, who joined the business in 2003 and has expanded the interior shutter offerings and market.

Burroughs believes his company’s success is based on the strength of both its products and its



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The team of designers at **Coastal Luxe Interiors** in Myrtle Beach offers knowledge and experience in addition to a complete range of products and services for homeowners, remodelers, builders, and architects.

Coastal Luxe Interiors is a full service, comprehensive interior

design center with a 10,000-square-foot showroom that lends versatility as well as cohesion to the business. They offer services and products to create a finished home that combines the best of clients’ dreams and plans.

“We’re approachable,” said Hollerbach. “We listen to what you need, we always discuss budget, and we have on-site workrooms so we can work with clients and look at details of what they want, whether they’re coming in for just one window treatment or doing a complete build. The beauty is, you can finish a project in one space and not have to go to a lot of different vendors;



you maximize your time, and it keeps the project more cohesive,” said Hollerbach.

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“We’re finding that less is more,” said Hollerbach. “That means stationary drapery panels flanking a panel left and right, flat roman shades, and mounting inside windows that shows off nice molding. Also we’ve found that silhouettes and luminettes are popular; they can filter light so you can have a subdued image of a city scape, or landscaping, or your pool, and then you can open them to have a clear view.”

“Bold design statements and innovative shapes can be a very impactful color combinations. This is

a perfect way to set the tone for 2021 living. You can dress your windows in bold fabric prints or for a more subtle (but still impactful) look, consider a window treatment style with interesting construction, like unique pleating, folds or cutouts. Why choose standard horizontal vanes when you can choose a unique geometric pattern,” said Hollerbach.

Hollerbach also noted a recent proliferation of motorized window treatments, which can be hard-wired during construction or added with a remodel using a battery pack.



“You might have windows that are larger or hard to reach, so you can only work within your reach,” said Hollerbach. “The window treatments can be on a timer, so it’s more of a smart operation system, and people just work it from their phone.”

Every decade, products not only become technologically smarter, but also easier to operate. And window treatments are no exception. Most

manufacturers have styles featuring cord-free options, so if full-on smart home functionality scares you, then a simple cordless system could be the perfect way to upgrade your user experience in 2021.

“Dangling strings can pose a safety risk to small children and pets (not to mention they look bad), which is why



we always encourage our clients to go cordless whenever it makes sense,” said Hollerbach. ■

“With every new year and decade – (we are all eagerly awaiting 2021!), is the desire to do things better. From our health to our habits to our homes, we commit to leveling up across all aspects of our lives. Coastal Luxe Interiors is a local leader and expert in window covering. Our team feels strongly about well-designed spaces as they are essential for a life well-lived, and of course we think window treatments are a big part of that”, said Hollerbach.

When it comes to trends in window treatments, Hollerbach said clean lines, simplicity, and convenience are taking priority.



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