



by Sara Sobota

Window Treatments / Coverings & Lighting Work Together To Complete The Overall Interior Design Of Any Home Or Business

When new homeowners are creating the theme or design for their interior and exterior space or existing homeowners have a desire to create a fresh new look for their interior or exterior space, selecting the proper window treatments, window coverings & lighting are typically the first place they start. *Building Industry Synergy* reached out to three highly respected established companies to get their feedback on some of the more appealing trends & sought after products in today's industry.

Coastal Luxe Interiors has long been the go-to for full interior design products and services. With their onsite workroom and seamstress services, Coastal Luxe takes on projects that may include wall coverings, furniture, accessories, and even cabinetry, flooring, and lighting. Now, with their new addition of a professional window treatment



specialist, combined with expanded offerings of Hunter-Douglas products, it's never been easier to build your customized interior look.

Holly Hollerbach, Coastal Luxe Director of Marketing/ Interior Designer, brought on Linda Bramble to sharpen a unique focus on Hunter Douglas

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products. Bramble, who has two decades of experience selling customized window treatments and one decade with Hunter Douglas, brings knowledge and insight to the interior design table.

Bramble noted the exclusive products and designs available from Hunter Douglas that she can share with clients.

"They have specific things that were licensed just for them that you can't get from other companies," said Bramble.

One of the products is Sonnette Cellular Roller Shades.



Coastal Luxe Interiors' Window Treatment Specialist, Linda Bramble in front of the Hunter Douglas Display in the showroom

"Most people are familiar with a honeycomb," said Bramble. "It is well known for its cellular pocket, which is an insulating factor. The Sonnette is a form of the honeycomb; the honeycomb is an accordion pleat, but the Sonnette looks like Roman shade. The pleats are 2-3 inches wide, so it has that Roman shade look, but it has a cellular pocket like honeycomb. It offers a more elegant look that has the function of the insulated quality."

Bramble is loyal to the Hunter-Douglas brand because of the quality of its products as well as the breadth of its warranty and customer service.

"Hunter Douglas offers a limited lifetime warranty as long as the purchaser is owner of the home, and their products can be repaired locally," said Bramble. "It's wonderful

warranty. Hunter Douglas is number one in the industry; they have been for years, so they do a lot of research on a product before they put it out there. If they find a problem, they fix it. If it can't be fixed, they'll replace it."

Already, word is getting out that Bramble and Coastal Luxe are go-tos for Hunter Douglas and interior design.

"People are saying I'm down to earth compared to other sales representatives they're meeting with," said Bramble. "They notice that I'm very informed on the



product. They say that I'm approachable, and they like that I don't push the product. I listen to

(Continued on page 26)



Holly Hollerbach (right), Interior Designer & Director of Marketing, and Linda Bramble (left) with Coastal Luxe Interiors

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what their needs are, and I try to show them what will fulfill that need rather than selling, selling, selling. A lot of it is listening -- communication and listening," said Bramble.

Hollerbach notes that Bramble brings a bright perspective to her work.

"Linda is very passionate about

what she does," said Hollerbach. "She's very passionate about customer service. And if you love what you do, you do it well. She really just picks up where she's needed. She's great at follow up, great at reminding, and great at scheduling. She follows up with orders, schedules



installations, and always goes out on install to make sure the customer is happy. She's a joy to work with; we're happy to have her on board."

In addition to the Hunter Douglas line and full array of products and services, Hollerbach emphasized the broad range of fabric selection at Coastal Luxe and how



that facilitates various elements of interior design.

"We are one of the largest stocking dealers of fabrics at least within the Carolinas and maybe Georgia," said



Hollerbach. "We have the advantage of working with a seamstress on site to add those custom window treatment layers to the privacy layer, so it really goes hand in hand."

When it comes to exterior and interior window treatments, time spent talking to a professional is time well invested, especially when you work with **Burroughs Shutters Company**. With more than two

decades' experience in serving the Grand Strand community, the professionals at Burroughs Shutter Company provide both builders and homeowners with quality advice, products, and services that result in

beautiful, functional exteriors and interiors.

Matt Burroughs, sales manager and nephew of owner/founder Stan Burroughs, said in the exterior realm, his work includes showing the

client the full range of possibilities and walking them through the selection process.



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"A lot of people in some newer houses are wanting to have the look



Burroughs Shutter Company's Sales Manager, Matt Burroughs

of functional colonial shutters," said Burroughs. "We're doing a good bit



Burroughs Shutter Company's Owner & Founder, Stan Burroughs

of those, whether it's the raised panel shutter, louver shutter, or board-and-batten-style shutter.



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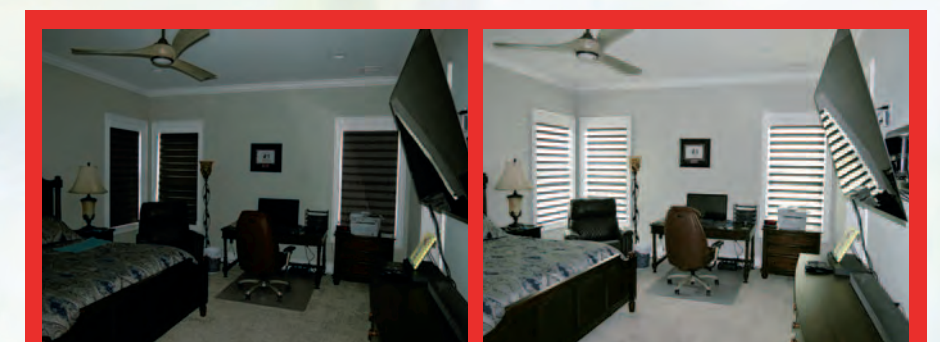
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One new popular product offered by Burroughs Shutter Company is Perfect Sheer by Norman Window Fashions. Perfect Sheer acts like a roller shade. It can be rolled down for complete privacy, either light filtering or room darkening.

Some are starting to mix these with

Bahamas; everybody wants to know, 'Is that ok to do? Is anyone doing it?' The answer is 'yes' -- everybody's kind of mixing and matching Bahamas and colonials to fit the desired look: lowcountry, but still beachy."

Often, Burroughs'

work with clients on exterior shutters leads to consideration of interior options.

"Once we handle the outside shutters, a lot of homeowners are wanting something inside their windows, and a lot of them aren't aware of what all is available. So I do a lot of consulting with homeowners on their interior solutions."

Burroughs said he prefers to

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"If you roll a blackout shade down, you can't see out, whereas the Perfect Sheer shades have fabric veins in between two pieces of fabric, so when the reel rolls down and rolls up again, the fabric will actually open up. It lets you see through two layers of sheer in the fabric, and it also gives it a kind of plantation shutter or louvered look", says Matt Burroughs.

meet with the homeowner at their home, in person, so he can learn about their tastes and their goals.

"Some say, 'We want this this and this.' After listening to what they want and hearing what their goals are, then we talk about a product that can do what they want it to do.

Fashions.

"Perfect Sheer acts like a roller shade. It can be rolled down for complete privacy, either light filtering or room darkening. But then, if you roll a blackout shade down, you can't see out, whereas the perfect sheer has fabric veins in between two pieces of fabric, so when reel rolls down and rolls up again, the fabric will actually open up. It lets you see through two layers of sheer in the fabric, and it also gives it a kind of plantation shutter or louvered look."

In other cases, clients' questions about a product may prompt Burroughs to do research and start carrying a new line. One such product is bamboo roman shades.



Matt Burroughs (right) with homeowner, Don Weaver (left) inside the Weaver home in Garden City.

"People would ask, 'Do you have those?' said Burroughs. "For a while we didn't, but we did some research and found a vendor that manufacturers them, so now we offer a full line of woven wood natural selection-type roman shades."

The Burroughs family is native to Conway, and being local makes a difference.

"We take pride in taking care of our local people, to get what our customers are looking for," said Burroughs. "The best compliment I can get is when a customer says, 'Everything looks wonderful. You and your guys are so great! Y'all did a wonderful job and were so polite while here.' We get that response often. At the end of the day, it's all about the customer."

PLEASE SEE PAGE 3 OF THIS ISSUE FOR FURTHER INFORMATION REGARDING BURROUGHS SHUTTER COMPANY.



They may completely change from what they thought they wanted to a product they weren't aware of."

One new popular product is Perfect Sheer by Norman Window





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"We probably have over 150 different lighting manufacturers and brands that we can select from," said Trusted Home Services owner, Jeff House. "We showcase the Seagull brand in our showroom. We have all

types of lighting in the showroom itself, but we're not limited to that brand. Most lighting showrooms that you would go into aren't licensed to actually install them, but we are. Once you go to the showroom and see something you like or pick from a catalog, we get it for you and our licensed professionals will install it. That's definitely a bonus."



Dave Edwards (left) discusses the different types of lighting available inside the new Trusted Home Services showroom located @ 1516 Hwy. 501 Unit # 105.



Trusted Home Services Home Advisor & Showroom Manager, Dave Edwards

Motorized window coverings is another area of expertise for Trusted Home Services.

"We offer motorized shades by Lutron, an industry leader in lighting control switches," said House. "They just brought this shade line into their wheelhouse. We can set these up using the Lutron app to work independently by themselves. We can set schedules to have them open up and close at certain times. We can set up a geofence so when you pull into your home, they can open, and when you leave, they can close. We can set them from dusk till dawn, so at nighttime they'll close automatically. There are also different levels of blinds offered: some totally block out sun, and some let a little sunlight in, so we can help the

(Continued on page 30)

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customer select based on their needs.”

Training is a continuing activity for Trusted Home Services



Dave Edwards (left), inside the showroom, explains the benefits of motorized shades. “We offer motorized shades by Lutron, an industry leader in lighting control switches. We can set schedules to have them open up and close at certain times. We can set up a geofence so when you pull into your home, they can open, and when you leave, they can close,” said Trusted Home Services owner, Jeff House.

professionals.

“We do in house training as well

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as outside resource training,” said House. “Any time something new comes out, their reps come in and train us on their product. We train once a week. We keep our guys up to date with everything that’s happening new, and that’s on every level.” ■

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Distributed to show attendees @ the 2022 HGHBA Home Show from BIS booth across from the show ticket booth close to the front entrance of the show in the Myrtle Beach Convention Center February 18th - 20th.

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