



by Sara Sobota

# The Variety Of Applications For Window Coverings / Treatments & Security Film In Today's New Construction / Remodeling & Interior Design Industry

Window Coverings can accomplish a variety of things for home owners or businesses such as enhancing the décor, protection or security. *Building Industry Synergy* reached out to three highly respected local companies to get their feedback on the latest offerings in interior and exterior window coverings, treatments and security film.

For years, the experts at **Burroughs Shutter Company** have been appealing to the public to think ahead when planning an exterior or interior window treatment project. Traditionally, that advice was made with hurricane season in mind: don't put off projects to protect your home. However, this



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projects months ahead of time for numerous practical reasons.

With more than 20 years of experience in the window treatment business, Stan Burroughs has seen his share of trends, and the pace of his business just keeps expanding.

"We keep about 50 jobs in front of us at a time," said Burroughs.

Popular items in the hurricane



*Burroughs Shutter Company owner, Stan Burroughs*

protection market, which also add beauty and comfort to a home, are storm tex retractable hurricane screens, which come in a variety of colors. These rolling screens not only offer storm protection, but also factor in solar, wind, privacy, and comfort control. They're often installed in screened-in porches or partially enclosed outside living

areas, and they also extend the use of the area throughout the year.

Bahama, colonial, and roll-down shutters are other high-demand



*Matt Burroughs with Burroughs Shutter Company*

items that offer security, weather protection, energy conservation, and noise control in one product.



*Stan Burroughs demonstrates the ease of operation of the Zip Tex Rolling Fabric Screens.*

Burroughs Shutter Company also provides IBC code-rated or decorative colonial and Bahama shutters that are historically correct, right down to the hardware. All these shutters come custom colored and built.

season, that bit of encouragement becomes even more important with the current state of the local and global economy, including the area building boom, the impacts of inflation, and supply chain challenges. Stan Burroughs, owner of Burroughs Shutter Company, along with his nephew and business partner, Matt Burroughs, recommend that all homeowners and business owners schedule their



*Burroughs Shutter Company owner, Stan Burroughs, demonstrates the ease of operation of the roll down shutters installed on this custom home in Myrtle Beach. This home also features colonial shutters installed by Burroughs Shutter Company.*



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Regardless of the new products on the market, Burroughs ensures that each item is of top quality so that each project will reflect and reinforce the company's longstanding reputation.

"I'm constantly out there looking for manufacturers that have a good product. And we only buy products from superior companies. If it's not excellent, we don't even carry it," said Burroughs.

Stan and Matt Burroughs themselves are the other element that makes Burroughs Shutter Company highly regarded. They are involved with

ensuring the quality of the project and the satisfaction of the homeowner.

With almost no outside advertising, Burroughs Shutter Company continues to maintain and build its reputation in Horry and Georgetown counties on the



each project from beginning to end, whether that means reviewing blueprints and designing a whole-house plan with a homeowner, or replacing a few window treatments. They visit each home or business before, during, and after each project,



basis of its work and service. Clients talk, and they say good things about Burroughs Shutter Company

"People use us because we've been here," said Stan Burroughs. "We've been here 22 years, and every referral has been excellent. We do whatever it takes to make the person happy that's buying from us. Word of mouth is the best way of advertising."



So don't wait. Contact Burroughs Shutter Company to get your project started today.

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Feeling the summer heat in your home or office? Palmetto Protection Films offers an effective, comprehensive, efficient solution. Window films from **Palmetto Protection Films** offer a wide array of benefits, from UV protection to heat reduction, privacy, safety, and security.



Palmetto Protection Films owner's, Matt & Kristy Yelle.

Matt and Kristy Yelle, owners of Palmetto Protection Films, who have more than 20 years' experience in the window film industry, launched their family-centered company in 2020. When he works with customers, Matt brings his full knowledge of the product to the conversation.

"When I go do my estimates, I don't do sales. I just do education," said Matt.

Often, the first topic is health, and the second is comfort.



A great example of a window with film (right) vs. a window without film (left).

"UV protection is a huge factor, and our films are actually recognized by the Skin Cancer Foundation as a deterrent to skin cancer. They block 99%+ of UV rays coming in to the house," said Kristy. "They also reduce the amount of heat coming in to the home. Our films can block 87-89% of solar heat coming through the windows, so that is a significant factor because it helps with cooling costs."

Fading of flooring, furniture, and window treatments is another common

issue with intense heat coming from windows.

"Sometimes, people don't want to put up blinds or big draperies," said Kristy. "And even if you do, the UV damage can still be done to those as well. So applying a film can help to protect all your expensive

possessions." Another major benefit of window films is security, whether it's from potential intruders or from weather events.

"Our safety and security films deter burglaries and break-ins, but they're also good for hurricane





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season," said Matt. "Once that film's put on the glass, it makes it shatter-resistant, so if the window is



broken, it helps hold all those shattered pieces together."

Some customers are concerned with the look of tinted windows in their home, but Palmetto Protection Films come in an array of shades, many of which are undetectable.



The decorative film applied to the glass in the front door area is appealing to many homeowners.

"It's a very classy looking film," said Matt. "And with the glare reduction, many times, customers can actually see better out of the windows with film installed. It sounds funny to say the grass is always greener," he joked, "but often, it really looks that way."

Palmetto Protection Films also services commercial clients, including restaurants, office buildings, and furniture stores, allowing business owners to utilize more of their space to more of the public all the time, rather than fielding

complaints about areas being too hot.

Palmetto Protection Films is at the top of their game, having been awarded Dealer of the Year for 2021 from its film manufacturer, out of thousands of dealers throughout the country.

One reason for Palmetto Protection Films' success is their family-



centered attitude and approach to business. The Yelle's teenage son designed the company logo, and their other son attends home shows and introduces clients to the product.

"From the ground up, we're a family business," said Kristy. "We tell our employees, 'We want you to feel like you're a part of our family.' It's important to us that we have that kind of relationship with them, and their families too."

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The current housing boom in the Grand Strand area means clients are finding new ways to create their dream home, and **Coastal Luxe**, the Grand Strand's premier full-service design center, is facilitating their dreams every step of the way. In both new construction and remodel projects, Coastal Luxe delivers better living by design.



residences, while others purchase older homes and complete a major renovation.

"Because it's a seller's market, homes are selling quickly and there's not enough inventory," said Hollerbach. "Some are building



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new, and some are choosing to buy, refurbish, and remodel. So, while new construction's hot, the remodel branch is growing."

Coastal Luxe is ready to

undertake a full design project from start to finish.

"We recently completed a 13-year-old house; we completely redid the kitchen, lighting, painting, wallpaper, and all interior furnishings," said Hollerbach.

Coastal Luxe has recently added two new specialists to meet the demands of the market, especially during this period when products can be in short supply and have



long lead times. In addition to their window treatment specialist, the company has added a flooring specialist and a cabinet specialist to their team.

"A homeowner will work with a designer to pick out the look, but



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Coastal Luxe Interiors interior designer & marketing director, Holly Hollerbach.

Holly Hollerbach, marketing director and interior designer at Coastal Luxe, said that while the new home market continues to progress at full speed, some home owners are opting to stay put and remodel rather than move

home design.

"We've been using a lot of different color on cabinetry," said Hollerbach. "Instead of all the cabinets being the same, we'll do the upper cabinets in one color, the lower another color, and the island a third color. That seems to be a trend that's really fun."

Architectural and industrial touches are also trending.

"We use a lot of architectural materials on the walls, beams up in the ceiling, wood trim going at abstract angles — it adds a lot of interest," said Hollerbach. "We're using live edge for barn doors and



bar countertops, and we put wallpaper on a ceiling with sheets of metal that looks like rivets. It catches the eye and the attention."

Regardless of the trends and the touches, Hollerbach said her company's main goal is to convey the homeowner's taste throughout the home.

"We have open communication with our client; we want to know what they want. We don't impress upon them our personal taste, because it's not about the designer. It's about the client, making what they love the most cohesive and beautiful element it can be." ■



that specialist is going to work on one avenue to complete the figuring, the pricing, the ordering, and the installation. A specialist, with their product knowledge and focused research, can turn the project around quicker within the requested time line and budget," said Hollerbach. "With the research required to know what's available and what the lead times are, we've learned that having a specialist in each category allows us to meet and exceed the client's or the builder's expectations."

As for new trends, Hollerbach said there are multiple ways clients are adding interest and fun to their



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