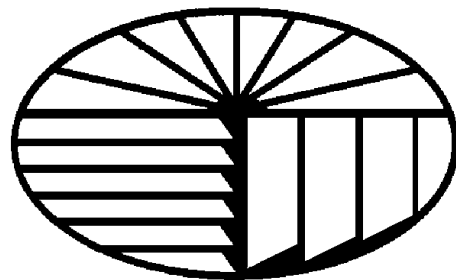


Illumasheer/Romasheer Price Guide



October 2011



UNIVERSAL WINDOW COVERINGS, INC.

12139 Science Dr. Suite 101 Orlando, FL 32826

(407) 275-1455 1-800-494-9636 FAX (407) 275-6919 FAX 1-866-872-0672

www.universalwc.com



Merchandise Returns — UWC drivers cannot pick up merchandise without prior authorization from Customer Service. Customer Service will provide a Return Goods Authorization number for any return.

- Defective Products—**Please take a picture of any defective material.** This is the easiest and quickest way to solve any problems and helps prevent having the same problem twice. Customer Service will provide direction as to how to proceed.
- Repairs—Customer Service will create a Return Goods Authorization for all repairs, either warranty or non-warranty. Please ensure proper packaging to prevent damage during the return process.

Cancellations—If an order needs to be canceled, please call customer service immediately! We can cancel orders only if the order has not yet gone out to fabrication.

Order Process—UWC requests that all orders are faxed to 407-275-1455 or ordered via email to orders@universalwc.com. Any orders placed over the phone will be at the dealer's responsibility. Customers will normally receive an order confirmation within 24 hours.

Duplicated Orders—UWC cannot be responsible for orders which have been faxed twice. If you must fax an order a second time for any reason, please clearly write "Do Not Duplicate" and refer to the original order with a PO or sidemark to avoid any confusion.

Price Changes—Prices are subject to change without notice.

Delivery Fees—UWC delivers throughout much of the state of Florida for a flat delivery fee of \$12.50 per stop. This fee is subject to change based on a variety of factors. Outside of our delivery area, we charge the cost of UPS or common carrier. COD accounts shipped via UPS will incur a COD charge unless the order is prepaid. Special packaging required for items to be shipped will incur a surcharge of \$2.50 per blind.

Accounts and Payments—

- All new accounts will be set up as COD accounts. To apply for terms, Universal needs to receive the **original** credit application and **we will run references.** This process takes time. Until references are confirmed, we cannot provide credit terms.
- UWC accepts American Express, Mastercard and Visa. We will never charge a credit card without authorization from the cardholder. Accounts have the choice to be set up as a credit card account. This means the cardholder gives Universal blanket permission to charge the card for the merchandise at time of delivery.
- Some contract orders will require a fifty percent deposit.
- Any products ordered on a container require a fifty percent deposit prior to placing the order.
- **Universal will not sell any product to a customer in the state of Florida who does not have a current license to resell the product.** This is to protect you as much as it is to protect us. Customers outside the state of Florida must show a current license to operate a retail business.
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Retail Surcharge—Starting in 2011, all of UWC's new price guides will use retail pricing for surcharges. This is done to allow the dealer to use the price guide when making a presentation to the customer. The multiplier is noted in an attached letter.



Page

Content

2

Terms and Conditions

4

Illumasheer Price Charts

6

Romasheer Price Charts

5" Accent valence standard. 8 colors of 7", 4 1/2", & 3" wood cornice available

Top down option for both layers

1/2" for IB mount smallest strongest roman shade rail available

Motorized and curved track options

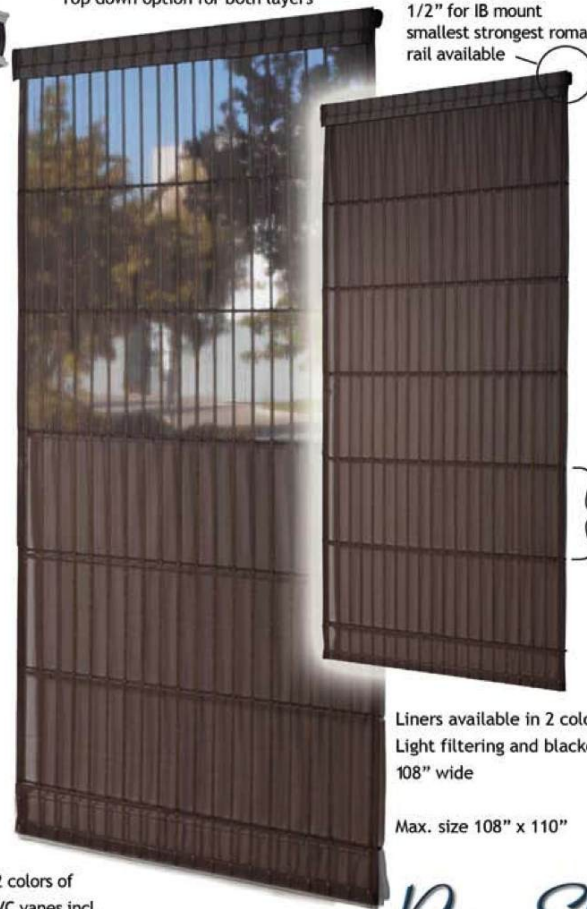
Maximum size 240" x 192"

COM available

IllumaSheer
The Soft Sheer Vertical Treatment

Perfect coordination between large and small windows.

12 colors of PVC vanes incl. 4 translucent



Pleat spacing always perfect

Liners available in 2 colors Light filtering and blackout 108" wide

Max. size 108" x 110"

RomaSheer
The Dual Roman Shade

For more information visit <http://www.illumasheer.com>



llumasheer Price Charts - Retail

Voile (Price Group 1) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	304	353	420	453	488	533	566	600	635	676	718	776	916	983	1049	1115	1180	1246	1312	1640
60	316	393	479	517	558	610	647	687	727	775	822	890	1042	1119	1196	1275	1351	1427	1505	1881
84	329	433	538	582	629	686	729	775	820	873	926	1004	1168	1256	1344	1434	1521	1608	1698	2122
96	355	469	569	616	666	726	773	821	870	926	983	1089	1260	1358	1455	1553	1649	1745	1843	2304
117	425	560	690	755	830	910	971	1036	1099	1165	1232	1339	1503	1603	1701	1801	1898	1995	2096	2619
4" Double hem is priced 10% higher than above prices (available to lengths of 109")																				

Batiste (Price Group 2) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	292	367	437	471	508	555	588	624	660	703	746	804	948	1017	1085	1155	1222	1290	1359	1698
60	317	414	498	538	581	634	673	714	756	806	854	922	1079	1159	1238	1320	1398	1477	1558	1948
84	341	461	560	606	654	713	758	804	852	908	963	1039	1209	1301	1392	1484	1574	1665	1757	2197
96	368	491	591	640	693	754	803	854	904	963	1022	1128	1304	1406	1506	1607	1707	1806	1908	2384
117	440	581	714	782	861	942	1005	1072	1137	1206	1276	1387	1557	1659	1762	1864	1964	2066	2169	2711
4" Double hem is priced 10% higher than above prices (available to lengths of 109")																				

Linen & Finesse (Price Group 3) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	306	384	458	494	532	581	616	654	691	737	782	846	998	1071	1143	1215	1287	1358	1431	1788
60	332	428	522	564	609	664	706	749	793	845	896	970	1136	1220	1304	1389	1472	1555	1641	2051
84	359	472	587	635	685	748	795	845	894	952	1010	1094	1273	1369	1466	1563	1658	1753	1851	2313
96	387	512	620	671	726	792	842	895	948	1010	1071	1187	1374	1480	1586	1692	1798	1901	2009	2511
117	462	611	752	823	905	992	1058	1129	1197	1270	1343	1459	1638	1747	1854	1963	2068	2175	2284	2855
4" Double hem is priced 10% higher than above prices (available to lengths of 109")																				

Duotone, Organza & Veil (Price Group 4) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	358	450	536	577	623	679	721	765	809	862	915	990	1168	1253	1337	1422	1505	1589	1674	2092
60	389	501	611	660	712	777	826	876	927	988	1048	1135	1329	1428	1526	1626	1723	1820	1920	2399
84	420	552	687	742	802	875	931	988	1046	1114	1182	1280	1489	1602	1715	1829	1940	2051	2165	2707
96	452	599	726	785	850	926	986	1047	1109	1182	1253	1389	1607	1732	1856	1980	2103	2225	2351	2938
117	541	715	880	963	1059	1160	1238	1321	1401	1486	1571	1708	1917	2044	2170	2297	2420	2545	2673	3341
4" Double hem is priced 10% higher than above prices (available to lengths of 109")																				



Illumasheer Price Charts - Retail

Venetian & Raindrops (Price Group 5) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	405	508	605	653	704	768	815	864	914	974	1034	1119	1320	1416	1511	1607	1701	1795	1891	2364
60	440	566	691	746	805	878	933	990	1048	1117	1185	1283	1502	1613	1724	1837	1947	2056	2169	2711
84	474	623	776	839	906	988	1051	1117	1182	1259	1335	1446	1683	1810	1938	2067	2192	2317	2447	3058
96	511	677	820	887	960	1046	1114	1183	1253	1335	1416	1570	1816	1957	2097	2237	2377	2514	2656	3320
117	611	808	994	1089	1197	1311	1399	1493	1583	1679	1775	1930	2166	2309	2452	2595	2734	2876	3020	3775

4" Double hem is priced 10% higher than above prices (available to lengths of 109")

Crush (Price Group 6) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	345	526	708	734	760	790	945	967	997	1149	1175	1231	1412	1590	1646	1827	1920	2131	2194	2743
60	393	615	836	864	891	921	1114	1140	1169	1362	1390	1446	1666	1887	1944	2165	2248	2496	2571	3213
84	441	704	964	993	1023	1053	1282	1312	1342	1575	1605	1661	1920	2183	2243	2502	2576	2862	2947	3683
103	471	756	1045	1075	1105	1134	1390	1423	1449	1712	1738	1798	2083	2372	2432	2717	2799	3106	3199	3999

4" Double hem is priced 10% higher than above prices (available to lengths of 97")

Fantasy Crush (Price Group 7) Including Fabric Valance Insert																				
HEIGHT	WIDTH																			
	24	36	48	54	60	66	72	78	84	90	96	108	120	132	144	156	168	180	192	240
48	360	556	749	778	804	830	1001	1027	1056	1223	1249	1305	1501	1694	1761	1946	2005	2224	2291	2863
60	411	652	891	921	949	977	1190	1218	1247	1459	1486	1544	1783	2022	2085	2320	2391	2652	2732	3415
84	463	749	1034	1064	1093	1123	1379	1409	1438	1694	1724	1783	2065	2350	2409	2695	2776	3080	3173	3966
103	497	812	1127	1156	1186	1216	1497	1531	1557	1846	1872	1931	2246	2561	2617	2932	302	3351	3721	4652

4" Double hem is priced 10% higher than above prices (available to lengths of 97")

- Additional split draw surcharge \$96
- Additional Oversize Split Draw Sur- \$190
- 2% Discount if decorative valance not selected
- Motorization, full tilt and traverse, add See Vertical Catalog
- Contract Quotes available upon request
- Oversize Pricing available upon request
- COM valance insert @ \$16/ft
- Illuma-Panels - add 15% to the selected center fabric price

FABRIC BY THE YARD

1. Voile (118 width) \$18.00	6. Veil (118 width) \$30.00	11. Raindrops (118 width) \$39.00
2. Batiste (118 width) \$22.00	7. Batiste (118 width) \$30.00	12. Venetian (118 width) \$48.00
3. Linen (118 width) \$24.00	8. Soleil (118 width) \$30.00	13. Mandalay (118 width) \$48.00
4. DuoTone (118 width) \$28.00	9. Crush (104 width) \$32.00	14. Cancun (118 width) \$57.00
5. Organza (118 width) \$30.00	10. Fant. Crush (104 width) \$36.00	

SPECIAL CONSIDERATIONS

1. On inside mount applications, light gaps are visible between the first and last vanes and the wall.
2. On split draw/center draw applications, we recommend that the carriers/vanes meet in the middle. To achieve this, the vertical track must be manufactured to butt the two center carriers together to eliminate any center light gap.
3. Due to the nature of this product, closure may not be as tight as it would be on a standard vertical blind.
4. Multiplier based on Eurohem standard



Romasheer Price Charts - Retail

VOILE										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	323	353	383	418	434	479	574	610	736	1109
48	344	375	407	443	459	506	606	643	775	1153
60	364	397	430	468	485	534	638	676	814	1198
72	385	419	454	493	510	562	670	709	852	1242
96	412	449	486	528	547	602	718	761	915	1316
110	433	471	509	553	572	629	750	794	954	1360

BATISTE										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	332	364	395	431	447	493	592	628	758	1142
48	354	386	419	457	473	521	624	662	798	1188
60	375	409	443	482	499	550	657	697	838	1234
72	397	432	467	508	526	578	689	730	878	1279
96	424	462	500	544	563	620	740	784	943	1355
105	446	485	524	569	589	648	773	818	983	1401

LINEN & FINESSE										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	343	375	407	444	460	508	610	646	781	1176
48	365	398	431	470	487	537	643	682	822	1223
60	386	421	457	496	514	567	677	718	863	1271
72	409	445	481	523	541	596	710	752	904	1318
96	437	476	515	560	580	638	762	807	971	1396
105	459	500	540	586	607	667	796	842	1012	1443

DUOTONE & VEIL										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	353	386	419	457	474	523	628	665	804	1211
48	376	410	445	485	502	553	662	702	847	1260
60	398	434	470	511	530	584	697	739	889	1309
72	421	458	496	538	557	614	731	775	931	1357
96	450	490	531	577	597	658	785	831	1000	1438
105	473	515	556	604	625	687	820	868	1043	1486

VENETIAN & RAINDROPS										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	364	398	431	471	488	539	646	685	828	1248
48	387	422	458	499	517	570	682	723	872	1298
60	410	447	485	527	545	601	718	761	916	1348
72	433	472	511	554	574	632	753	799	959	1398
96	464	505	547	594	615	677	808	856	1030	1481
105	487	530	573	622	643	707	845	893	1074	1531



Romasheer Price Charts - Retail

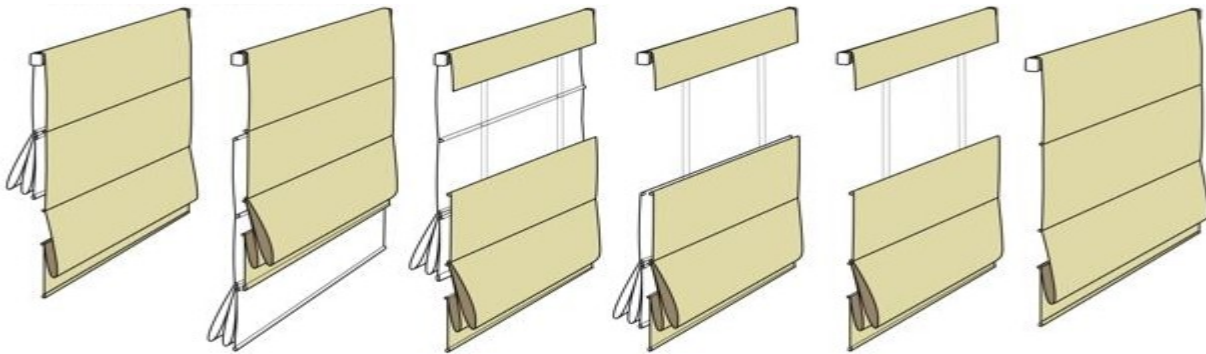
CRUSH										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	374	410	445	485	503	555	665	706	853	1285
48	398	434	472	514	532	587	702	745	898	1337
60	422	460	499	542	562	619	740	784	943	1388
72	446	487	526	571	592	652	776	823	988	1440
96	478	520	563	612	634	698	832	882	1061	1526

FANTASY CRUSH										
HEIGHT	WIDTH									
	25	31	37	43	46	55	73	79	103	108
36	386	422	458	500	518	572	685	727	878	1324
48	410	448	486	530	548	605	723	767	925	1377
60	434	474	514	559	578	638	762	808	971	1430
72	460	501	542	589	610	671	799	847	1018	1483
96	492	536	580	631	653	719	857	908	1093	1571

AVAILABLE LAYER CONTROL OPTIONS										
	WIDTH									
	25	31	37	43	46	55	73	79	103	108
Option 2 Dual Layer, Liner Top Down	68	74	80	86	89	98	117	124	149	211
Option 3 Dual Layer, Front Top Down	68	74	80	86	89	98	117	124	149	211
Option 4 Dual Layer, Both Top Down	102	111	120	129	134	147	176	186	224	317
Option 5 Single Layer, Top Down Bottom Up	68	74	80	86	89	98	117	124	149	211
Option 6 Single Layer, Bottom Up Only	Single Layer Pricing is 30% less than Suggested Retail									

For option 5, add Top Down Bottom Up surcharge **after** deducting 30% from suggested retail

Standard Option 1 Option 2 Option 3 Option 4 Option 5 Option 6



Sheer, Bottom up
Liner, Top Down
Pricing:
Use Retail Chart

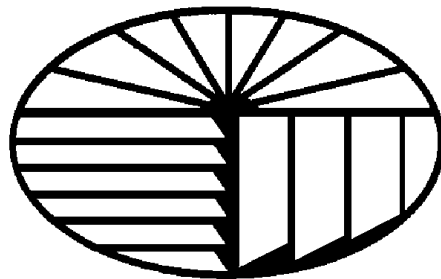
Sheer, Bottom up,
Liner, Top Down
Pricing:
Suggested Chart +
Option 2

Sheer, Top Down,
Liner, Bottom Up
Includes 3" Sheer
Valance
Pricing:
Suggested Chart +
Option 3

Sheer, Top Down,
Liner, Top Down
Includes 3" Sheer
Valance
Pricing:
Suggested Chart +
Option 4

Single Layer, Top
Down & Bottom
Up
Includes 3" Sheer
Valance
Pricing:
Suggested Chart +
Option 4

Single Layer,
Bottom Up,
Pricing:
Suggested Chart
-30%



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