



Quality Washable Fabrics

TO:	Vertical Blind Fabricator	FROM:	Vertilux Marketing and Sales Department
REFERENCE:	You may be losing profits	TOTAL NO. OF PAGES INCLUDING COVER:	2

You may have been losing profits for quite some time now.

Vertical blinds made from PVC actually cost more than the same price level fabrics when you make a finished blind, so let's review the facts so you can help your profits grow.

Material Cost:

A \$0.51 per yard fabric has the same price as \$0.17 per foot pvc- on an uncut product. The problem is that you cannot use the uncut product to make a finished blind. You need to process the material, and the moment that you cut your first slat of PVC is where you lose money.

Freight:

Freight cost is a significant concern with PVC vs. fabric. To ship the same amount of product, you may pay as \$35 for PVC and \$15, or less, for fabric. This is because PVC is 16 feet long, and must go by truck. If you prefer to get 7 foot pieces (or 8 foot pieces) for UPS, they are still heavier and freight will cost more. The other problem with this is that you cannot make blinds taller than 8 ft. using this type of program in PVC.

To explain this more clearly, an average PVC weighs 0.095 lbs per foot, and an average fabric weighs 0.0578 per yard, or 0.0193 per foot. This means that the PVC is nearly 5 times heavier the fabric. In terms of UPS cost, to ship 100 yards of each from Miami to Chicago-fabric will cost under \$14, and the PVC will cost \$29. If you took that same shipment by truck in 16 ft. pieces, your freight will be \$50-68 or more. (Fabric can always go by UPS for savings.)

If you take piece goods, you will need to pay a surcharge of some sort.

If you take place an order for inventory of 16 foot PVC, maybe you can get freight PPD, you are then tying up needed capital resources in inventory, when you may need the money for other money making projects.

Aluminum Track is more expensive:

If you use PVC, you know that you need to use a heavier duty track to handle it- especially for larger blinds. You would not have to use such a heavy duty track for fabric verticals. Your components in the heavier duty track can cost as much as 20% more. Because fabric is 80% lighter, your fabric blinds will always function at the peak performance of the track system, with your standard system.

Value of Coiled Goods:

When you make a blind from PVC, scrap may also be high, but it may also be difficult to sell. Even if you try to get every possible inch of PVC from your stock; often, scrap will





Quality Washable Fabrics

be higher than 30%. Why is this? Figure that you are left with 27 pieces of 79" remnant. What if the next blind calls for an 81" piece, or a 22" piece. You will need to reorder in the for the 81" piece and have additional scrap for the 22" piece. And what if pieces get scratched, cut incorrectly, or otherwise damaged?

Labor is high:

When you receive pvc, you need a minimum of 2 people to unload and store. To handle the slats takes labor, including cutting, punching, and installing- particularly for longer pieces.

While all of this labor can be controlled, it will still cost you money, so would it not be easier to avoid it altogether? While we have more to tell you about the advantages of working with fabrics when making vertical blinds, we now have a program to help you avoid all this, and become more profitable than you imagined possible.

Vertilux Zero Scrap Zero Labor Program:

The Vertilux Zero Scrap Program is designed to help you make your vertical blind business more profitable, easier to sell, and distinctive. You place your order for the actual vertical vanes you need. Forget about scrap, waste, and labor. Tell us you need 27 vanes to be finished at 66.5 inches, and we will make them for you. You pay for the fabric, and a small handling fee, and you receive a package of finished fabric vanes – *ready to install*. These will have the inserts already in place, and a special free hang chainless weight we use to make installation a breeze.

Pricing is fair, and easy. You know exactly what you are getting. All you have to do is make your track, and if you use the cost charts attached, you'll see there is a **ton of profit here.**

Know what your costs are. Make money. That is why you are in the blinds business. Let us do your work for you and we will show you that you will be more profitably using the Vertilux Zero Scrap Program.

Call our customer service department or your sales executive for more information. Try us out; place a test order for your showroom or your home and see how we work for you.

Use only Quality Washable Fabrics from Vertilux.

