

## -New Fabric Release- Balmain Range



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#### **0:02- Introduction**

Hi I'm Jason, from the brand Blockout Blinds, and today I'm excited to announce the release of a brand new fabric to our range. Well if you watched our regular videos, you'll know that we introduced a new fabric only a few months ago, which was our Mara range. But that was actually adding new colours and changing colours to an existing range. Now we're coming up to our busiest time of the year being October and November and we tried really hard to get a new range amongst our fabrics before the busy season.

#### **0:40- Our new exciting colour range**

We've worked hard to do that and we finally release our new fabric called 'Balmain'. Now Balmain is a fabric that's designed for roller blinds, panel glides and roman blinds, and there's a couple of features with this fabric we're really excited about; one is that it comes in eight colours.

#### **1:01- Balmain's beautiful features**

The fabric has a Multi-faceted texture design, which goes in with the modern homes these days. And the colour palette has been selected by an interior designer to complement all the latest trends in the housing market. So really excited about that!

Now, not only does it come in eight colours but it comes in a blockout range and also a light filtering range. So you can either get a fabric that blocks out all the sun, or a fabric that lets a little bit of light come through, or you can have a mix of both so you might have your lounge room with the block out and have your kitchen with the light filtering.

But you can still coordinate the windows with the same design, the same texture and the same colour, just that ones a blockout and one's a light filtering.

Another feature of this fabric is that all fabrics have a coloured backing which is exactly the same as the front colour. Quite often these days you can have fabrics with a white backing. So we tried really hard to make sure we colour produce a fabric with the colour of the back the same as the front – that's another nice feature about this blind.

#### **2:06- Is the material easy to maintain?**

Something else we've kept in mind is ease of cleaning, not that roller blinds get that dirty, but we've done our best to make it easy to clean and you can wipe this fabric down with a damp cloth, it's that simple!

So there you have it, our new Balmain range; in the light filtering and block out fabric. Ready for the latest rush of October and November.

#### **2:29- Our experienced Design consultants are ready for you**

So if this is a fabric you think it might look fantastic in your home – Give us a call and get one of our experienced design consultants to come out and see you. And they can show this fabric up close and personal in your own home.

So thanks for listening, and until next time!