

# Fact Sheet



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 Horizons Shades

**B&W WINDOW FASHIONS INTRODUCES THE VITALÉ™ COLLECTION FEATURING  
 CORDLESS ONE CONTROLS™**

<p><b>What</b></p>	<p>The Horizons™ brand of B&amp;W Window Fashions introduces the <i>Vitalé</i> Collection of custom fabric shades. <i>Vitalé</i> is the first cost-neutral cordless Roman shade that is more attractive and eliminates child strangulation risks on cords through the patent-pending <i>Cordless ONE Controls</i> safety system.</p>
<p><b>Product Attributes</b></p>	<p><b><i>Vitalé</i> Collection Attributes</b></p> <ul style="list-style-type: none"> <li>• Elegant design and beautiful product offer a cleaner look that is more appealing to today's designs as consumers update their home décor</li> <li>• More than 100 on-trend fabrics, plus capabilities to use customer's own fabric, means <i>Vitalé</i> shades are fully customizable with virtually limitless fabric choices</li> <li>• All <i>Vitalé</i> fabrics are seamless and are available in six styles</li> </ul> <p><b><i>Cordless ONE Controls</i> Attributes</b></p> <ul style="list-style-type: none"> <li>• Concealed ring used to raise and lower shade allows one-handed operation</li> <li>• Eliminates safety hazards to children by removing dangling pull cords and cord locks</li> <li>• Internal cords are encased in a safety sleeve</li> <li>• Revolutionary design and safety feature is standard on all <i>Vitalé</i> shades at no extra cost</li> </ul>
<p><b>Why</b></p>	<p>The new <i>Vitalé</i> Collection addresses consumers' desire for beautiful and elegant window furnishings by eliminating unsightly cords to create a more attractive, clean design.</p> <p>According to the Consumer Product Safety Commission, more than 200 children have died in the last two decades due to strangulation on window blinds and shades – approximately one child every month. The <i>Cordless ONE Controls</i> eliminates safety hazards to children.</p>
<p><b>Cost and Availability</b></p>	<p>The <i>Vitalé</i> Collection is made in the United States and sold through select dealers – <i>Vitalé</i> products are not mass-produced or available through mega retail chains. Dealers can be found online at <a href="http://horizonshades.com/vitale">horizonshades.com/vitale</a> or by emailing <a href="mailto:customerservice@horizonshades.com">customerservice@horizonshades.com</a>. Cost varies by style and design.</p>