

HOME DECOR

WHOLESALE FABRICATORS

Made in America

HOME DECOR'S

CUSTOM FACTORY

CELLULAR SHADES



12 Colors Available in Light Filtering & Blackout

- Cordless/Clutch
- Motorized
- Economy
- Slider

2612 West Townley Ave, Suite 5, Phoenix, AZ 85021
Phone: 602-995-9659 Fax: 602-995-7157



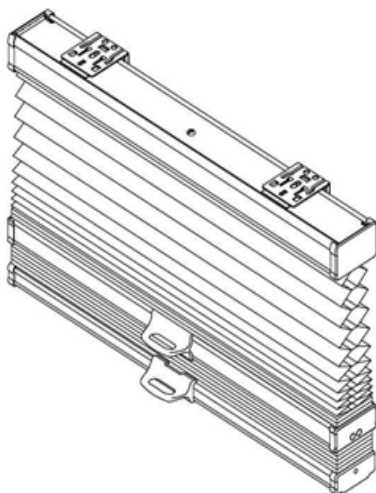
HOME DECOR'S CUSTOM FACTORY CELLULAR SHADE SPECIFICATIONS

Benefits of HOME DECOR's Custom Factory Cellular Shades

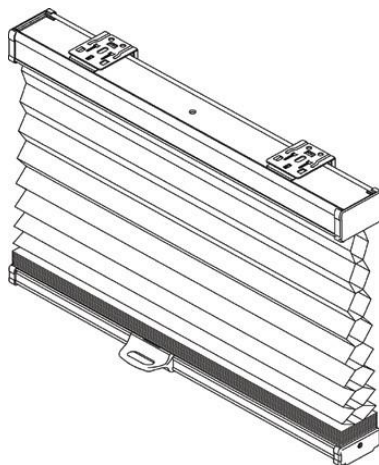
HOME DECOR's Custom Factory Cellular shades feature State of the Art Components with a Newly Designed Aluminum Headrail. Available in the following options: Continuous Cord Loop (CCL), Cordless, Top-Down/Bottom-Up (TD/BU), Day/Night and Motorized. Comes in 12 Stylish Fabric Colors, both Light Filtering and Blackout. **These shades are Energy Efficient with a very competitive price point.**

Standard Features

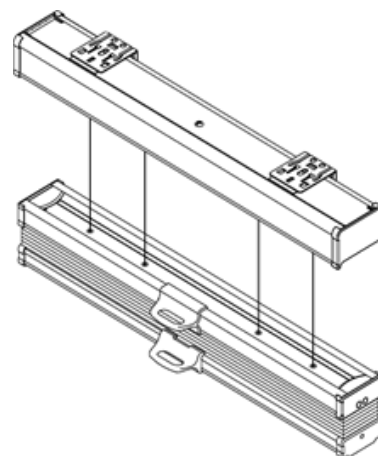
- 3/4" Single Cell Cellular shades in Light Filtering and Blackout
- State of the Art Components, Newly Designed **Aluminum** Headrail and Bottomrail
- Two Motorization choices, including Top-Down/Bottom-Up available
- **12 Stylish Fabric Colors: Cotton, White Dove, Alabaster, Fawn, Pongee, Cocoa, Slate, Gray Sheen, Tweed White Dove, Linen Sand, Bamboo Stone, & Bamboo Dark Gray**



Day/Night Cordless,
CCL & Motorized



CCL, Cordless
& Motorized



TD/BU Cordless,
CCL & Motorized



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HOME DECOR's CUSTOM FACTORY

CELLULAR SHADE FEATURES

- **HOME DECOR's** Brand of 3/4" Energy Efficient Light Filtering and Blackout Fabrics in 12 Colors:
 - Cotton
 - White Dove
 - Alabaster
 - Fawn
 - Pongee
 - Cocoa
 - Slate
 - Gray Sheen
 - Tweed White Dove
 - Linen Sand
 - Bamboo Stone
 - Bamboo Dark Gray
- Sleek New Color Coordinated Headrail Design
Heavy Duty Aluminum Headrail and Bottomrail for Wider Widths. Available Colors: Cotton, Fawn, Cocoa and Transparent Aluminum
- Continuous Cord Loop (CCL), Cordless, Day/Night and Top-Down/ Bottom-Up (TD/BU) Available.
- **Somfy** Motorization available: Bottom-Up Only
- **Simple Touch** Motorization available: Bottom-Up, Top-Down/Bottom Up and Day/Night

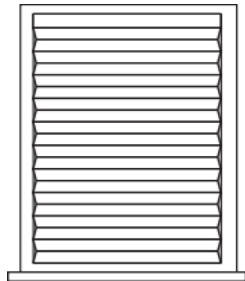


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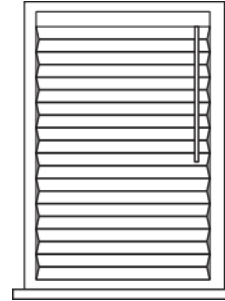
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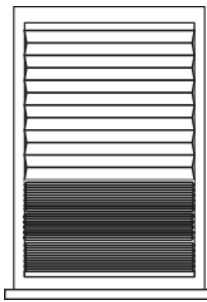
HOME DECOR's CUSTOM FACTORY CELLULAR SHADE DIAGRAMS



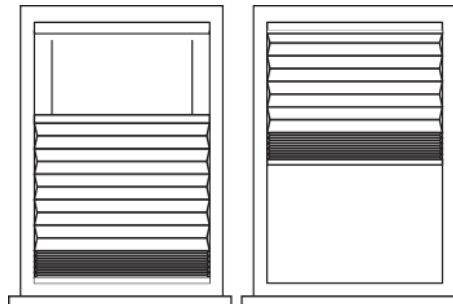
Cordless



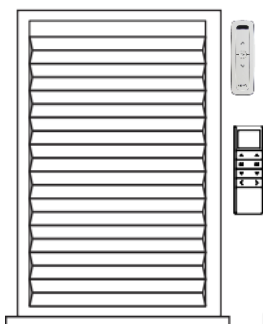
Clutch



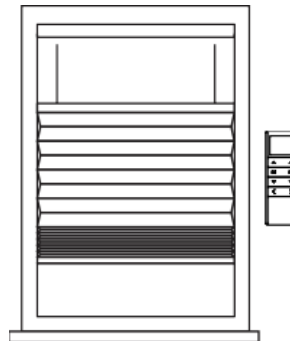
Clutch/Cordless
Day/Night



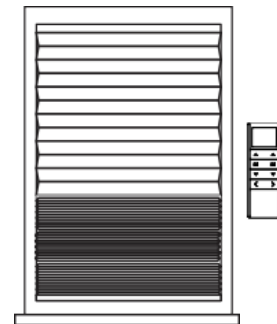
Clutch/Cordless
Top-Down/Bottom-Up



Somfy/Simple
Touch Bottom Up



Simple Touch
Top-Down/Bottom-Up



Simple Touch
Day/Night

⚠ WARNING/ADVERTENCIA

Window blind cord can STRANGLE your child.
To prevent strangulation, purchase cordless products or products with inaccessible cords.

La cuerda de la persiana puede ESTRANGULAR a su niño.
Para evitar el estrangulamiento, compre alternativas cuerda o productos con cuerdas inaccesibles.



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HOME DECOR's CUSTOM FACTORY CELLULAR SHADES SPECIFICATIONS

Shade Options

- **Continuous Cord Loop (CCL):** Included in Cost.
- **Cordless:** See Price Chart
- **Top-Down/Bottom-Up Cordless:** See Price Chart
- **Top-Down/Bottom-Up Continuous Cord Loop:** See Price Chart.
- **Day/Night (Two Colors):** Charge as 2 Shades
- **Simple Touch:** \$800
- **Simple Touch Top-Down/Bottom-up and Day/Night Motorization:** \$1,000
- **Somfy Motorization:** \$1,200
- **Cellular Slider:** See Price Chart pg C-12
- **Reach/Skylight Pole 3 1/2' – 9':** \$130

Factory Deductions

- **ISM Blinds:** 1/4" Deduction off the width and no deduction off the length.
- **OSM Blinds:** No Deductions

Mounting Options

- **Hold Down Brackets:** No Charge
- **Spacers (1/2"):** No Charge
- **"Butt-to-Ceiling":** No Charge

Surcharges

- **Cut-Outs (With Blind):** No Charge or warranty.
- **Multiple Blinds on One Headrail:**
 - **Two on One:** No Charge

NOTE: Pricing for 2-on-1 or 3-on-1 headrail is done by adding the price of each separate blind together to get total price of blind plus the surcharge

NOTE: For multiple blinds on one headrail, there is a 1/4" gap between blinds due to the headrail.

Component Price

PART	RETAIL
2' Cord Loop	\$18.00
3' Cord Loop	\$19.00
4' Cord Loop	\$20.00
5' Cord Loop	\$22.00
6' Cord Loop	\$24.00
7' Cord Loop	\$28.00
8' Cord Loop	\$36.00

Shade R Values

SHADE R-VALUES (In order of Resistance)	
SHADE TYPE	R VALUE
3/4" Single Cell B/O	4.4
3/4" Single Cell LF	3.8

R-Value is a measure of the resistance of an insulating or building material to heat flow. The higher the number, the greater the resistance to heat flow. For example, a single pane window has an R-Value of .91, but a triple pane window with 1/2" air space has an R-Value of 3.23



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HOME DECOR'S CUSTOM FACTORY CELLULAR SHADES 3/4" LIGHT FILTERING

FABRIC COLOR	FABRIC CODE	FABRIC COLOR	FABRIC CODE
Cotton	(PS410-001)	Slate	(PS410-470)
White Dove	(PS410-069)	Gray Sheen	(PS410-021)
Alabaster	(PS410-004)	Tweed White Dove	(PS413-069)
Fawn	(PS410-006)	Linen Sand	(PS431-032)
Pongee	(PS410-008)	Bamboo Stone	(PS410RA-519)
Cocoa	(PS410-012)	Bamboo Dark Gray	(PS410RA-583)

Continuous Cord Loop Standard on all **HOME DECOR** Custom Factory Cellular Shades, and is included in the base price.

WIDTH	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
HEIGHT													
5-36"	168	191	217	243	265	297	320	346	375	430	485	539	594
42"	182	207	236	265	291	323	355	385	413	475	536	598	659
48"	191	220	249	285	314	349	381	413	449	517	581	649	720
54"	207	240	275	307	343	381	417	455	491	565	640	710	788
60"	223	256	294	333	365	411	449	491	530	610	688	768	849
66"	240	275	314	355	395	439	481	527	569	656	742	826	917
72"	252	291	336	378	420	469	514	562	607	700	794	885	978
78"	262	307	353	397	449	497	549	598	646	746	846	943	1043
84"	275	320	371	420	472	520	575	627	678	782	888	991	1101
90"	285	336	388	439	495	549	604	659	717	826	936	1049	1162
96"	297	349	404	459	517	575	633	691	749	866	985	1097	1217
108"	320	378	439	501	562	627	691	756	820	949	1078	1204	1336
120"	343	411	479	543	614	684	752	824	891	1030	1172	1310	1456

Surcharged Options

TD/BU	23"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
CCL	77	80	84	88	95	99	103	107	114	118	128	137	149
Cordless	12"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	48	50	53	58	62	65	69	70	73	79	83		
TD/BU	19"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
Cordless	130	136	146	157	170	176	188	193	202	215	226		

- Simple Touch Motorization With Rechargeable Lithium Batteries
Bottom Up: \$ 800 Top-Down/Bottom-Up and Day/Night: \$1,000
- Simple Touch Remote: Bottom up: \$160, TD/BU and Day/Night: \$300
- Somfy Motorization with Rechargeable Lithium Battery Block: \$1,200
- Somfy Motorization Remote: 1-Chan. \$ 240, 5-Chan. \$ 300, 16-Chan. \$1,000
HD Cell Shade Slider See pg C-12



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HOME DECOR'S CUSTOM FACTORY CELLULAR SHADES 3/4" BLACKOUT

FABRIC COLOR	FABRIC CODE	FABRIC COLOR	FABRIC CODE
Cotton	(PS420-001)	Slate	(PS420-470)
White Dove	(PS420-069)	Gray Sheen	(PS420-021)
Alabaster	(PS420-004)	Tweed White Dove	(PS423-069)
Fawn	(PS420-006)	Linen Sand	(PS441-032)
Pongee	(PS420-008)	Bamboo Stone	(PS42RA-519)
Cocoa	(PS420-012)	Bamboo Dark Gray	(PS42RA-583)

Continuous Cord Loop Standard on all **HOME DECOR** Custom Factory Cellular Shades, and is included in the price.

WIDTH	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
HEIGHT													
5-36"	210	238	268	298	324	361	393	426	459	525	594	660	728
42"	229	255	292	327	361	399	432	471	507	585	663	735	812
48"	244	279	318	361	396	441	480	525	567	654	741	827	914
54"	264	303	345	393	435	480	528	576	621	717	812	909	1004
60"	288	324	372	423	465	519	567	624	672	777	881	980	1088
66"	307	345	396	450	501	558	609	669	723	834	948	1061	1172
72"	324	372	429	486	543	603	663	726	782	909	1034	1154	1277
78"	345	393	453	516	579	642	704	773	834	965	1097	1229	1364
84"	357	411	477	546	606	678	743	816	881	1026	1163	1301	1445
90"	378	438	507	579	648	723	792	870	944	1094	1244	1393	1546
96"	390	456	531	606	678	758	834	914	992	1148	1310	1469	1631
108"	423	495	579	663	747	834	914	1007	1091	1265	1445	1618	1798
120"	453	537	630	720	834	905	998	1097	1190	1382	1573	1771	1966

Surcharged Options

TD/BU CCL	23"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
	77	80	84	88	95	99	103	107	114	118	128	137	149
Cordless	12"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	48	50	53	58	62	65	69	70	73	79	83		
TD/BU Cordless	19"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	130	136	146	157	170	176	188	193	202	215	226		

- Simple Touch Motorization With Rechargeable Lithium Batteries
Bottom Up: \$ 800 Top-Down/Bottom-Up and Day/Night: \$1,000
- Simple Touch Remote: Bottom up: \$160, TD/BU and Day/Night: \$300
- Somfy Motorization with Rechargeable Lithium Battery Block: \$1,200
- Somfy Motorization Remote: 1-Chan. \$ 240, 5-Chan. \$ 300, 16-Chan. \$1,000
HD Cell Shade Slider See pg C-12



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HOME DECOR's CUSTOM FACTORY CELLULAR SHADES SPECIFICATIONS

SIZE SPECIFICATIONS				
SHADE TYPE	MINIMUM WIDTH	MAXIMUM WIDTH	MINIMUM HEIGHT	MAXIMUM HEIGHT
Continuous Cord Loop (Clutch)(CCL)	12"	120"	10"	120"
Top-Down/Bottom-Up (Clutch)(CCL)	23"	120"	10"	120"
Cordless	12"	96"	10"	84"
Top-Down/Bottom-Up CORDLESS	19"	96"	10"	84"
Top-Down/Bottom-Up Motorized Simple Touch	32"	120"	12"	96 sq ft.
Somfy Motorized	20"	120"	12"	120"
Simple Touch Motorized	24"	120"	12"	96 sq ft
Day/Night	12"	72"	10"	72"
Slider	24"	120"	24"	118"

MINIMUM MOUNTING SPACE 3/4" HEADRAIL		
	3/4" Cell Minimum Mounting Space	3/4" Cell Minimum Flush Inside Mounting Space
Clutch	1/2"	2 1/2"
Clutch TD/BU	1/2"	2 1/2"
Cordless	1/2"	2 1/2"
Cordless TD/BU	1/2"	2 1/2"
Motorization	1/2"	2 1/2"

STACKING HEIGHT										
SHADE TYPE	36"	48"	60"	72"	84"	96"	108"	120"	132"	144"
3/4" Single Cell LF	1.83	1.98	2.13	2.28	2.43	2.58	2.73	2.88	3.03	3.18
3/4" Single Cell B/O	1.88	2.01	2.14	2.30	2.44	2.57	2.73	2.85	3	3.13

*For Cordless and Clutch Systems, add 7/8" to above chart Stack. All Stacking Sizes are Approximate.
LF=Light Filtering, B/O = Blackout*

BRACKET QUANTITY	
SHADE WIDTH	QUANTITY
7" ~ 36"	2
37" ~ 72"	3
73" ~ 96"	4
97" ~ 120"	5
121" ~ 144"	6

CONTINUOUS CORD LENGTH	
40" - 57"	3 feet
58" - 72"	4 feet
73" - 85"	5 feet
86" - 107"	6 feet
> 108"	8 feet



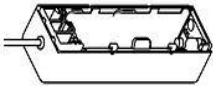
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SIMPLE TOUCH MOTORIZED LIFT SYSTEM (Remote Controlled)

Standard Features

The Simple Touch Remote control motorized shade is operated by 8 AA Lithium batteries (standard) or a rechargeable battery Block (upgrade). The remote control systems include Bottom Up, Top-Down/Bottom-Up, and Day/Night. Besides the top and bottom limits, the shade also features a “favorite” position. Simple Touch Motors come with 3 Year Warranty.

BATTERY BOX (STANDARD)		
<ul style="list-style-type: none"> 8 AA Lithium batteries inside battery box. Default location of box is inside the headrail. If requested, box may be located outside of headrail for a narrower width. Battery life is estimated about 1 year. Shade settings do not change after battery replacement. 		
	REGULAR	TDBU-DAY/NIGHT
Min Width w/Battery Inside Headrail	28"	36"
Min Width w/Battery Outside Headrail	24"	32"
Max Width	120"	120"
Min Height	12"	12"
Max Height (Single Cell)	96 Sq Ft	96 Sq Ft
Bottom Up Retail Price	\$ 800	
TD/BU & Day/Night	\$ 1,000	

RECHARGEABLE BATTERY BLOCK (UPGRADE)		
<ul style="list-style-type: none"> Comes with USB charger & 80" USB-C Cable. Rechargeable battery Block can be hooked behind the headrail or mounted to the wall or window frame. Minimum flush mounting space is 3 1/4". Indoor Use Only. Do not install the battery where it will be exposed to direct sunlight. Battery life is estimated at 1 to 3 years. 		
	REGULAR	TD/BU-DAY/NIGHT
Min Width	24"	32"
Max Width	120"	120"
Min Height	12"	12"
Max Height (Single Cell)	96 Sq Ft	96 Sq Ft
Bottom Up Retail Price	\$ 800	
TD/BU & Day/Night	\$ 1,000	

Hand Held Remote Control



Regular
\$160



TD/BU & Day/Night Shades
\$300



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SOMFY™ MOTORIZED LIFT SYSTEM (Remote Controlled)

Standard Features

Our cellular shades can be motorized with the Radio Technology **Somfy**® (RTS) system. It is operated by a battery powered motor with a rechargeable battery block (includes charger). Shades can be controlled from a remote control or through smartphones or tablets. Using the **Somfy** Tahoma, shades can be controlled via voice command or smart device. Somfy Motors come with 5 Year Warranty.

LI-ION RECHARGEABLE BATTERY BLOCK	
<ul style="list-style-type: none"> • Handheld remote control only (no hard wire). • The battery life expectancy is 1 to 3 years • Somfy Rechargeable Battery Block • Wall and headrail mount clips are included. 	
SIZE LIMITATIONS	
Minimum Width	20"
Maximum Width	120"
Minimum Height	12"
Maximum Height	120"
Retail Price	\$1,200



Remote Control



1-Channel
\$240



5-Channel
\$300



16-Channel
\$1,000



Tahoma
Allows you to control your shades with smart devices.
\$880

Optional Accessories			
12v 8" Magnetic Adaptor for Motors/Batteries	\$ 40	12v Solar Pack Kit (R28, ST30, Son 40)	\$ 480
12v 33" Magnetic Adapt/Charge Extension Cable	\$ 60	12v AA Battery Wand or Recharg Battery Blk	\$ 200



HOME DECOR

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HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SLIDERS

Standard Features

The Cellular Slider is available 3/4" single cell fabrics only in the Cotton, White Dove, Alabaster, Fawn, Pongee, Cocoa, Slate, Gray Sheen, Tweed White Dove, Linen Sand, Bamboo Stone and Bamboo Dark Gray. It features a sleek headrail design with **ALUMINUM HEADRAILS AND SIDERAILS AVAILABLE IN OFF-WHITE ONLY.** The Cellular Sliders have moveable side rails. This allows the shade to stack on the right, left or in the center for maximum efficiency.



Size Considerations

SIZE LIMITATIONS		
	Minimum	Maximum
Width	24"	120"
Height	24"	118"

Dimensions

- **Headrail Dimension:** 2 1/4" Height x 2 3/4" Depth
- **Vertical (Side Rail) Rail Width:** 1"
- **Vertical (Side Rail) Rail Depth:** 1 7/8"

Minimum Mounting Space

- **Minimum Mounting Depth for ISM:** Standard Mount: 2 3/4"
- **Minimum Flush Mount Depth for ISM:** 4"
- **Minimum Flat Vertical Surface Mount for OSM:** 2 1/4"
- The distance between the floor and the bottom of the shade cannot be bigger than 1 1/2", in order to mount the stationary rail bottom bracket (floor bracket).

Deductions

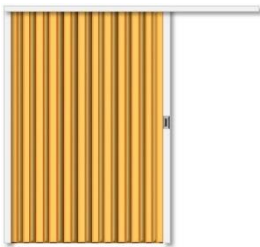
- **Inside Mount:** Width 1/4", Height 1/2".
- **Outside Mount:** No deductions.



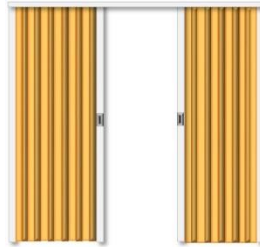
HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SLIDER SPECIFICATIONS

Stacking Operations

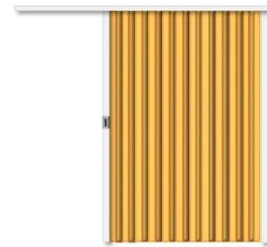
STACKING WIDTH CHART			
	Left Stack	Center Split	Right Stack
MINIMUM WIDTH	6"	6" Each Side	6"



LEFT STACK



CENTER SPLIT



RIGHT STACK

Left: Fabric stacks to the left side of the slider.

Right: Fabric stacks to the right side of the sliders.

Center Split: Center stack sliders panels can move full to the left or the right.

Dual Panel: A center opening slider with different fabric on each side.

Cell Shade Slider Pricing

LEFT OR RIGHT STACK	Base CCL Shade Price x 2
CENTER SPLIT	Base CCL Shade Price x 2.2

- **EXAMPLE 1:** Shade Cost=\$150.00 x 2=\$300 (Left or Right Stack)
- **EXAMPLE 2:** Shade Cost=\$150.00 x 2.2=\$330 (Center Split)



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SIMPLY CORDLESS CELLULAR SHADES

Made with PLASTIC Headrails & Bottomrails

LIGHT FILTERING / BLACKOUT			
1G001/2G001	Cotton	1G069/2G069	White Dove
1G070/2G070	Winter White	1G021/2G021	Gray Sheen
1G006/2G006	Fawn	1G514/2G514	Misty Gray
1G346/2G346	Antique Pewter	1G4922/2G4922	Warm Cocoa
1G030/2G030	Anthracite	1G519/2G519	Sticks & Stones
7G519/8G519	Bamboo Print Stone	7G344/8G344	Bamboo Print Pebble

SIMPLY CORDLESS CELLULAR SHADES:

9/16" SINGLE CELL LIGHT FILTERING

WIDTH	18-24	30	36	42	48	54	60	66	72
HEIGHT									
36	155	192	221	258	302	328	361	420	442
48	166	199	228	265	309	339	376	435	456
60	177	217	244	284	332	361	412	468	486
72	214	265	328	368	412	428	479	516	538

TOP-DOWN/BOTTOM-UP: ADD 50%

DAY/NIGHT SHADES: ADD 125%

SIMPLY CORDLESS CELLULAR SHADES:

9/16" SINGLE CELL BLACKOUT

WIDTH	18-24	30	36	42	48	54	60	66	72
HEIGHT									
36	184	229	284	328	365	391	450	479	501
48	192	236	295	350	384	424	472	490	516
60	207	262	321	384	420	457	497	586	619
72	229	284	361	435	479	490	552	619	671

TOP-DOWN/BOTTOM-UP: ADD 40%

Size Limitations

Shade Type	Minimum Width	Maximum Width	Minimum Height	Maximum Height
Simply Cordless	18"	72"	10"	72"
Simply Cordless TD/BU	23	72	10	72
Simply Cordless Day/Night	23	72	10	72

Simply Cordless Shades are the ONLY shades made with a PLASTIC Headrail & Bottomrail

