

HOME DECOR's

CUSTOM FACTORY CELLULAR SHADES



**33 Colors Available in Light Filtering, Blackout,
Cell-in-a-Cell, LUX Linen, & Slub-Woven**

- **NEW Internal Headrail Battery!**
- **Motorized (Simple Touch & Somfy)**
- **Cellular Slider**
- **Cordless**
- **Clutch**
- **Day/Night**
- **6 Headrail Colors**



HOME DECOR

WHOLESALE FABRICATORS
Made in America

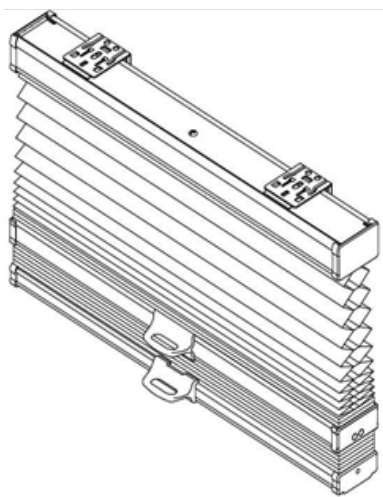
HOME DECOR's CUSTOM FACTORY CELLULAR SHADE FEATURES

Benefits of HOME DECOR's Custom Factory Cellular Shades

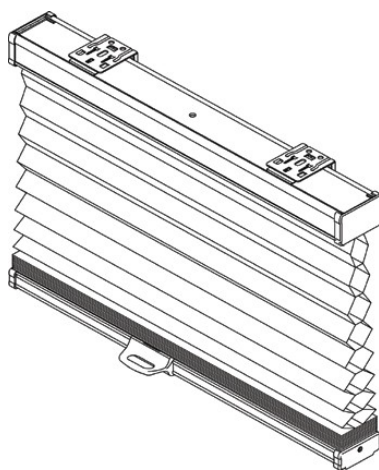
- **HOME DECOR's** Custom Factory Cellular shades feature State of the Art Components with a sleek, Color Coordinated Aluminum Headrail.
- Available in the following operations:
 - Continuous Cord Loop (CCL)
 - Cordless
 - Top-Down/Bottom-Up (TD/BU)
 - Day/Night
 - Motorized (Somfy & Simple Touch)
- These shades are **Energy Efficient** with a very competitive price point.
- Cell-in-a-cell fabrics are rated with the highest R-Value. (See page C-3)

Standard Features

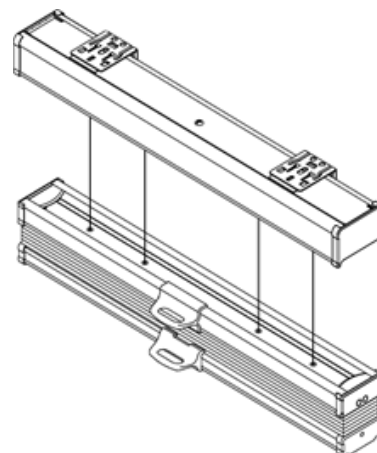
- 3/4" Single Cell Cellular shades.
- Fixed Clear Child Safety Lock on ALL CCL
- Cord Loop Length is roughly 50% of the shade height (to the nearest whole foot)



Day/Night Cordless,
CCL & Motorized



CCL, Cordless
& Motorized



TD/BU Cordless,
CCL & Motorized



HOME DECOR

WHOLESALE FABRICATORS
Made in America

HOME DECOR's CUSTOM FACTORY CELLULAR SHADES SPECIFICATIONS

Shade Options

- **Continuous Cord Loop (CCL):** Standard; included in price of shade. Comes with Child Safety Tension Device
- **Cordless:** See Price Chart
- **Top-Down/Bottom-Up Cordless:** See Price Chart
- **Top-Down/Bottom-Up Continuous Cord Loop:** See Price Chart. Comes with Child Safety Tension Device
- **Day/Night (Two Colors):** Charge as 2 Shades
- **For Motorization please see Pages C-9 and C-10**
- **If the antenna is removed from the motor, the motor warranty is void.**
- **Cellular Slider:** See Page C-11
- **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
- **1/2" Minimum mounting space required**
 - 2 1/2" minimum mounting space ISM for flush

Cord Safety Devices

Multi Directional OR Fixed Lock: White and Clear.

Surcharges

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

***NOTE:** Pricing for 2-on-1 headrail is the price of each blind ADDED together to get total price of blind. Multiple blinds on one headrail has a 1/4" gap.*

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" Cell-in-a-Cell B/O	4.7
3/4" Single Cell B/O	4.4
3/4" Cell-in-a-Cell L/F	4.3
3/4" Single Cell L/F	3.8
3/4" LUX Linen L/F	2.8
3/4" Slub Woven L/F	2.8
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.	

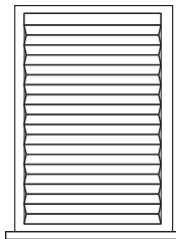
New Child Safety Tension Device Required by ANSI/WCMA A100.1-2022



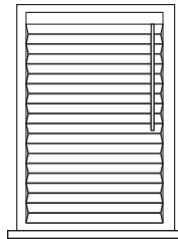
HOME DECOR

WHOLESALE FABRICATORS
Made in America

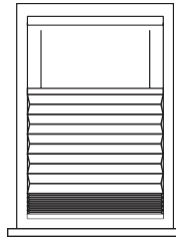
HOME DECOR's CUSTOM FACTORY CELLULAR SHADE DIAGRAMS



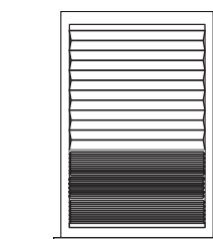
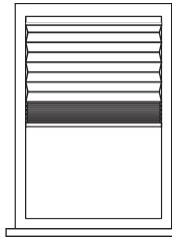
Cordless



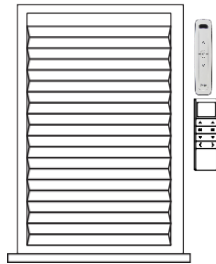
Clutch



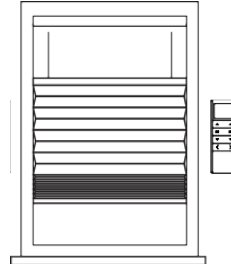
Cordless and CCL
Top-Down/Bottom-Up



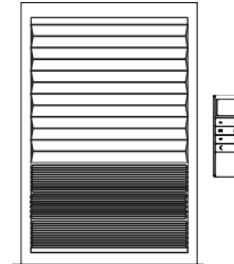
Cordless, and CCL
Day/Night



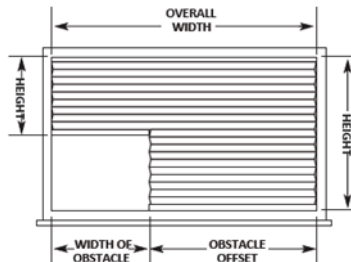
Motorized Bottom Up



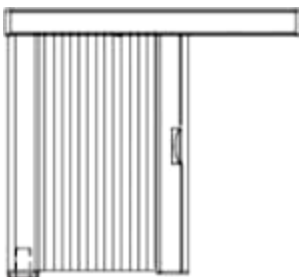
Motorized Top-Down/Bottom-Up



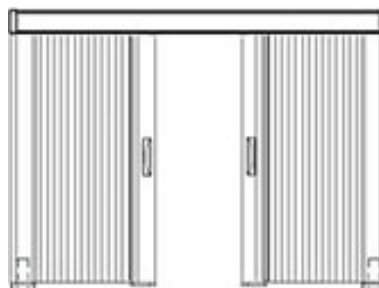
Motorized Day/Night



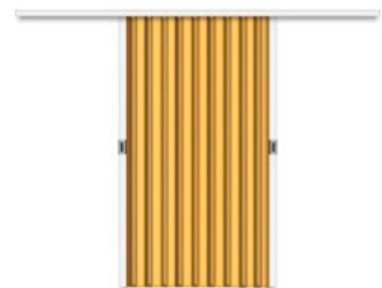
Cutout



Slider: L/R Stack



Slider: Center Open



Slider: Floating Stack



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

HOME DECOR

WHOLESALE FABRICATORS
Made in America

HOME DECOR's CUSTOM FACTORY CELLULAR SHADE COLORS

GROUP A & B 3/4" L/F & B/O		
Cotton	Fawn	Bamboo Antique Pewter
White Dove	Pongee	Bamboo Dark Gray Sheen
Tweed White Dove	Linen Sand	Linen Gray
Snow White	Bamboo Stone	Gray Sheen
Winter White	Linen Cocoa	Bamboo Royal Gray
Alabaster	Cocoa	Slate
Tweed Alabaster	Bamboo Misty Gray	Black
Onion	Linen Misty Gray	

GROUP C 3/4" CELL-IN-A-CELL L/F		
Cotton	Winter White	Bamboo Antique Pewter
White Dove	Bamboo Stone	Black

GROUP D 3/4" CELL-IN-A-CELL B/O & SPECIALTY FABRICS		
Cotton	Bamboo Antique Pewter	Slub Woven Cotton
White Dove	Black	LUX Linen Porcelain
Winter White		Slub Woven Alabaster
Bamboo Stone		LUX Linen Camel

Fabric & Hardware Color Coordination Chart

Fabric	Headrail & Bottom Rail Color No. & Name		Fabric	Headrail & Bottom Rail Color No. & Name	
Cotton	001	Cotton	Linen Sand	006	Fawn
Cell-in-a-Cell Cotton	001	Cotton	Bamboo Stone	012	Cocoa
Slub Woven Cotton	001	Cotton	Cell-in-a-Cell Bamboo Stone	012	Cocoa
LUX Linen Porcelain	001	Cotton	Linen Cocoa	012	Cocoa
White Dove	001	Cotton	Cocoa	012	Cocoa
Cell-in-a-Cell White Dove	001	Cotton	Bamboo Misty Gray	002	Snow White
Tweed White Dove	001	Cotton	Linen Misty Gray	002	Snow White
Snow White	002	Snow White	Bamboo Antique Pewter	091	Silver
Winter White	002	Snow White	Cell-in-a-Cell Bamboo Antique Pewter	091	Silver
Cell-in-a-Cell Winter White	002	Snow White	Bamboo Dark Gray Sheen	091	Silver
Alabaster	002	Snow White	Linen Gray	091	Silver
Slub Woven Alabaster	002	Snow White	Gray Sheen	091	Silver
Tweed Alabaster	002	Snow White	Bamboo Royal Gray	091	Silver
Onion	006	Fawn	Slate	091	Silver
Fawn	006	Fawn	Black	025	Black
Pongee	006	Fawn	Cell-in-a-Cell Black	025	Black
LUX Linen Camel	006	Fawn			



HOME DECOR

WHOLESALE FABRICATORS
Made in America

HOME DECOR's CUSTOM FACTORY CELLULAR SHADES RETAIL PRICING

CELLULAR SHADE OPERATION COSTS													
TD/BU CCL	23"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
	85	88	93	97	105	109	114	118	126	130	141	151	164
Cordless	12"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	53	55	59	64	69	72	76	77	81	87	92		
TD/BU Cordless	19"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	143	150	161	173	187	194	207	213	223	237	249		

GROUP A $\frac{3}{4}$ " CCL - LIGHT FILTERING

WIDTH	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
HEIGHT													
5-36"	185	211	239	268	292	327	352	381	413	473	534	593	654
42"	201	228	260	292	321	356	391	424	455	523	590	658	725
48"	211	242	274	314	346	384	420	455	494	569	640	714	792
54"	228	264	303	338	378	420	459	501	541	622	704	781	867
60"	246	282	324	367	402	453	494	541	583	671	757	845	934
66"	264	303	346	391	435	483	530	580	626	722	817	909	1009
72"	278	321	370	416	462	516	566	619	668	770	874	974	1076
78"	289	338	389	437	494	547	604	658	711	821	931	1038	1148
84"	303	352	409	462	520	572	633	690	746	861	977	1091	1212
90"	314	370	427	483	545	604	665	725	789	909	1030	1154	1279
96"	327	384	445	505	569	633	697	761	824	953	1084	1207	1339
108"	352	416	483	552	619	690	761	832	902	1044	1186	1325	1470
120"	378	453	527	598	676	753	828	907	981	1133	1290	1441	1602

GROUP B $\frac{3}{4}$ " CCL - BLACKOUT

WIDTH	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
HEIGHT													
5-36"	231	262	295	328	357	398	433	469	505	578	654	726	801
42"	252	281	322	360	398	439	476	519	558	644	730	809	894
48"	269	307	350	398	436	486	528	578	624	720	816	910	1006
54"	291	334	380	433	479	528	581	634	684	789	894	1000	1105
60"	317	357	410	466	512	571	624	687	740	855	970	1078	1197
66"	338	380	436	495	552	614	670	736	796	918	1043	1168	1290
72"	357	410	472	535	598	664	730	799	861	1000	1138	1270	1405
78"	380	433	499	568	637	707	775	851	918	1062	1207	1352	1501
84"	393	453	525	601	667	746	818	898	970	1129	1280	1432	1590
90"	416	482	558	637	713	796	872	957	1039	1204	1369	1533	1701
96"	429	502	585	667	746	834	918	1006	1092	1263	1441	1616	1795
108"	466	545	637	730	822	918	1006	1108	1201	1392	1590	1780	1978
120"	499	591	693	792	918	996	1098	1207	1309	1521	1731	1949	2163



HOME DECOR

WHOLESALE FABRICATORS
Made in America

HOME DECOR's CUSTOM FACTORY CELLULAR SHADES RETAIL PRICING

CELLULAR SHADE OPERATION COSTS													
TD/BU CCL	23"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
	85	88	93	97	105	109	114	118	126	130	141	151	164
Cordless	12"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	53	55	59	64	69	72	76	77	81	87	92		
TD/BU Cordless	19"-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"		
	143	150	161	173	187	194	207	213	223	237	249		

GROUP C $\frac{3}{4}$ " CCL - CELL-IN-A-CELL LIGHT FILTERING

WIDTH HEIGHT	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
5-36"	216	247	280	314	342	383	412	446	483	553	625	694	765
42"	235	267	304	342	376	417	457	496	532	612	690	770	848
48"	247	283	321	367	405	449	491	532	578	666	749	835	927
54"	267	309	355	395	442	491	537	586	633	728	824	914	1014
60"	288	330	379	429	470	530	578	633	682	785	886	989	1093
66"	309	355	405	457	509	565	620	679	732	845	956	1064	1181
72"	325	376	433	487	541	604	662	724	782	901	1023	1140	1259
78"	338	395	455	511	578	640	707	770	832	961	1089	1214	1343
84"	355	412	479	541	608	669	741	807	873	1007	1143	1276	1418
90"	367	433	500	565	638	707	778	848	923	1064	1205	1350	1496
96"	383	449	521	591	666	741	815	890	964	1115	1268	1412	1567
108"	412	487	565	646	724	807	890	973	1055	1221	1388	1550	1720
120"	442	530	617	700	791	881	969	1061	1148	1326	1509	1686	1874

GROUP D $\frac{3}{4}$ " CCL - CELL-IN-A-CELL BLACKOUT & SPECIALTY FABRICS

WIDTH HEIGHT	12-24"	30"	36"	42"	48"	54"	60"	66"	72"	84"	96"	108"	120"
5-36"	323	367	413	459	500	557	606	657	707	809	916	1016	1121
42"	353	393	451	504	557	615	666	727	781	902	1022	1133	1252
48"	377	430	490	557	610	680	739	809	874	1008	1142	1274	1408
54"	407	468	532	606	671	739	813	888	958	1105	1252	1400	1547
60"	444	500	574	652	717	799	874	962	1036	1197	1358	1509	1676
66"	473	532	610	693	773	860	938	1030	1114	1285	1460	1635	1806
72"	500	574	661	749	837	930	1022	1119	1205	1400	1593	1778	1967
78"	532	606	699	795	892	990	1085	1191	1285	1487	1690	1893	2101
84"	550	634	735	841	934	1044	1145	1257	1358	1581	1792	2005	2226
90"	582	675	781	892	998	1114	1221	1340	1455	1686	1917	2146	2381
96"	601	703	819	934	1044	1168	1285	1408	1529	1768	2017	2262	2513
108"	652	763	892	1022	1151	1285	1408	1551	1681	1949	2226	2492	2769
120"	699	827	970	1109	1285	1394	1537	1690	1833	2129	2423	2729	3028



HOME DECOR

WHOLESALE FABRICATORS
Made in America

HOME DECOR's CUSTOM FACTORY CELLULAR SHADES SPECIFICATIONS

SIZE SPECIFICATIONS				
SHADE TYPE	MINIMUM WIDTH	MAXIMUM WIDTH	MINIMUM HEIGHT	MAXIMUM HEIGHT
Continuous Cord Loop	12"	120"	10"	120"
Top-Down/Bottom-Up CCL	23"	120"	10"	120"
Cordless	12"	96"	10"	84"
Top-Down/Bottom-Up CORDLESS	19"	96"	10"	84"
Day/Night CORDLESS & CCL	12"	72"	10"	72"
Slider	24"	120"	24"	118"
Skylight	16"	60"	10"	60"
<i>The Cellular Slider is not available in the Linen Prints.</i>				

³ / ₄ " CELL-IN-A-CELL SIZE SPECIFICATIONS			
SHADE TYPE	MINIMUM WIDTH	MAXIMUM WIDTH	MAXIMUM HEIGHT
Cordless	12"	95"	83"
Cordless TD/BU	19"	83"	83"
Continuous Cord Loop (Clutch)	12"	120"	83"
TD/BU Continuous Cord Loop (Clutch)	23"	120"	83"
<i>The Cellular Slider is not available in Cell-in-a-Cell fabrics.</i>			

STACKING HEIGHT										
SHADE TYPE	36"	48"	60"	72"	84"	96"	108"	120"	132"	144"
³ / ₄ " Single Cell L/F	3.42	3.64	3.87	4.09	4.32	4.54	4.77	4.99	4.99	5.22
³ / ₄ " Single Cell B/O	3.26	3.43	3.60	3.77	3.94	4.12	4.29	4.48	4.65	4.82
³ / ₄ " Cell-in-a-Cell L/F	4.32	4.74	5.16	5.58	6.01	6.09	N/A	N/A	N/A	N/A
³ / ₄ " Cell-in-a-Cell B/O	4.14	4.51	4.88	5.25	5.62	N/A	N/A	N/A	N/A	N/A
<i>For Cordless and Clutch Systems, add 7/8" to above chart Stack. All Stacking Sizes are Approximate.</i>										

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



HOME DECOR

WHOLESALE FABRICATORS
Made in America

SIMPLE TOUCH MOTORIZATION

MOTORS	Retail Price	Battery Block	Min/Max Width	Min Height	Max Height
Bottom-up Motor	\$800	EXTERNAL Battery Block	24"/120"	12"	120"
		INTERNAL Battery Block	30"/120"		
Top-Down, Bottom-Up Motor	\$1,200	EXTERNAL Battery Block	32"/120"	12"	120"
		INTERNAL Battery Block	47" / 120"		

- Wall and headrail mount clips are included with External battery block
- Indoor Use Only. Do not install the battery in direct sunlight
- Battery charge is estimated at 1 to 3 years
- Simple Touch Motors are not compatible with Somfy Products, & have a 3 year warranty.
- 12v DC Motors Include an AC Charger -1 Per Order
- **If the antenna is removed from the motor, the motor warranty is void.**

PLEASE NOTE: Simple Touch Accessories are not compatible with Somfy Products.

Simple Touch Accessories – RETAIL Pricing			
15 Channel Remote: Bottom Up	\$200	15 Channel Remote: Top-Down Bottom-Up	\$300
Home Automation: P-Box	\$600	12v Battery Charger	\$120
12v Plug in AC Transformer	\$120		



HOME DECOR

WHOLESALE FABRICATORS
Made in America

SOMFY MOTORIZATION

MOTORS	Retail Price	Voltage Type	Min/Max Width	Min Height	Max Height
RTS Cell Shade Motor, BU	\$1,000	EXTERNAL Battery Block	20/120"	12"	120"
		INTERNAL Battery Block	30/120"		
Zigbee Cell Shade Motor, BU	\$1,000	EXTERNAL Battery Block	20"/120"	12"	120"
		INTERNAL Battery Block	30"/120"		
RTS & Zigbee Cell Shade Motor, TD/BU	TBD	Coming Soon			

- SEE SALES GUIDE “MOTORIZATION” FOR ALL RTS & ZIGBEE SPECIFICATIONS
- Somfy® offers a 5-year warranty on motors and controls
- **If the antenna is removed from the motor, the motor warranty is void.**

SOMFY Accessories - RETAIL PRICING			
Item	Price	Item	Price
12v 8" Magnetic Pigtail	\$40	TaHoma Switch with Ethernet Adaptor (ZC)	\$800
12v 33" Magnetic Rigid Extension Cable	\$60	Ethernet Adaptor for TaHoma Switch	\$120
12v Battery Charger (includes Magnetic Rigid Extension Cable)	\$200	Smart Plug, Zigbee Router (ZR)	\$160
12v Rechargeable Battery Block	\$200	12v Solar Pack Kit (Battery Motors Only)	\$480
Hand Held Remotes	Price	Wall Remotes	Price
RTS Situo 1 channel	\$240	RTS Smoov Surface 1 channel	\$360
Zigbee Ysia 1 channel	\$280	RTS Smoov Surface 4 channel	\$420
RTS Situo 5 channel	\$300	RTS Deco Inset 1 channel	\$500
Zigbee Ysia 5 channel	\$320	Zigbee Ysia Surface or Inset 2 channel	\$540
Zigbee Ysia 5 channel Wheel Variation	\$600	Zigbee Ysia Surface or Inset 4 channel	\$540
RTS Situo 16 channel	\$900	RTS Deco Inset 5 channel	\$600
		RTS Deco Surface 5 channel	\$700



HOME DECOR

WHOLESALE FABRICATORS
Made in America

HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SLIDERS

Standard Features

- The Cellular Slider is available in ¾" single cell fabrics ONLY. (EXCEPT LINEN PRINT & CELL-IN-A-CELL)
- It features a sleek headrail design with **ALUMINUM HEADRAILS AND SIDERAILS**
 - **NOW AVAILABLE IN OFF-WHITE, WHITE, ANODIZED ALUMINUM, AND BLACK.**
- 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 ¼" Height x 2 ¾" 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).

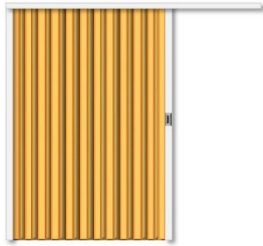
Deductions

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



HOME DECOR's CUSTOM FACTORY CELLULAR SHADE SLIDER SPECIFICATIONS

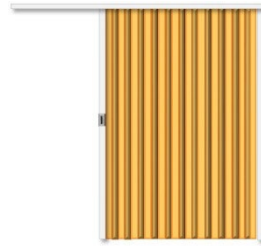
Stacking Operations



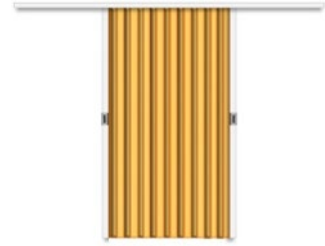
LEFT STACK



CENTER SPLIT



RIGHT STACK



FLOATING STACK

- **MINIMUM WIDTH** for all stacks is 6".
- **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.
- **Floating Stack:** Fabric stacks wherever both ends are pushed towards.

Cell Shade Slider Pricing

LEFT OR RIGHT STACK	Base CCL Shade Price x 2.5
CENTER SPLIT OR FLOATING STACK	Base CCL Shade Price x 3

- **EXAMPLE 1:** Shade Cost=\$150.00 x 2.5 = \$375 (Left or Right Stack)
- **EXAMPLE 2:** Shade Cost=\$150.00 x 3 = \$450 (Center Split or Floating Stack)



HOME DECOR

WHOLESALE FABRICATORS
Made in America

SIMPLY CORDLESS CELLULAR SHADES

Continuous Cord Loop Standard on all Cellular Shades, included in price.

Comes with Child Safety Tension Device

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

