

NEW Exclusive Hardware Options!



FABRIC WRAPPED HEAD RAIL AND BOTTOM RAIL UPGRADE

The Designer's Choice!

- Upgrade your shades with fabric wrapped head and bottom rails for a completely seamless look on your PERSONA Cellular Shades.
- The fabric wrapped rails feature the same fabric covering the front of the head rail and bottom rail as the shade.
- The back of the rails will be white, matching the back of shade.
- The cord lock and end caps are clear.
- Fabric Wrapped upgrade is available on all shades utilizing Universal, Smoothy, Cordless and Cordless Top Down-Bottom Up hardware.

DESIGNER METALLIC HARDWARE UPGRADE

- Our Designer Metallic finishes enhance the style of your Comfortex Cellular Shades. Compliment your appliances, lighting, cabinet hardware or plumbing fixtures with our Oil Rubbed Bronze and Brushed Nickel hardware colors.
- Designer Metallic Hardware is available on all shades utilizing Universal, Universal Deluxe, Smoothy, Cordless Ultra and Cordless Top Down-Bottom Up hardware.



Standard Rectangular
in Brushed Nickel



Smoothy in
Brushed Nickel



Standard Rectangular
in Oil Rubbed Bronze



Cordless Top Down-Bottom Up
in Oil Rubbed Bronze



Where Innovation is Always in Fashion™

21 ELM STREET | MAPLEWOOD, NEW YORK 12189 | (800) 843-4151 | FAX (800) 336-4580 | WWW.COMFORTEX.COM

PERSONA™ Cellular Shade Collection



The PERSONA Cellular Shades Collection from Comfortex includes:

- Over 100 fabrics to choose from
- New 3/4" Tru-Cell™ fabric; a D-shaped cell structure that ensures crisp pleat retention from top to bottom of the shade
- New Premiere 1/2" Light Filtering and Blackout Fabric Collection and 3/4" Tru-Cell™ Light Filtering and Blackout Fabric Collection
- New Customizable PERSONA patterns include Gradients and exclusive Anna Cote Designer Collection
- Fabric Wrapped Head and Bottom Rail option
- Designer Metallic Hardware option



Where Innovation is Always in Fashion™



New 3/4" Tru-Cell™



Fabric Wrapped Rails
option



Designer Metallic
Hardware option

Capture your PERSONA with Cellular Shades

Featuring 3/4" Tru-Cell™ Fabrics

PREMIERE FABRIC COLLECTION

Natural Tone Palette

- 6 top selling neutral colors
- 1/2" Light Filtering and Blackout single honeycomb fabrics
- 3/4" Tru-Cell™ Light Filtering and Blackout single honeycomb fabrics

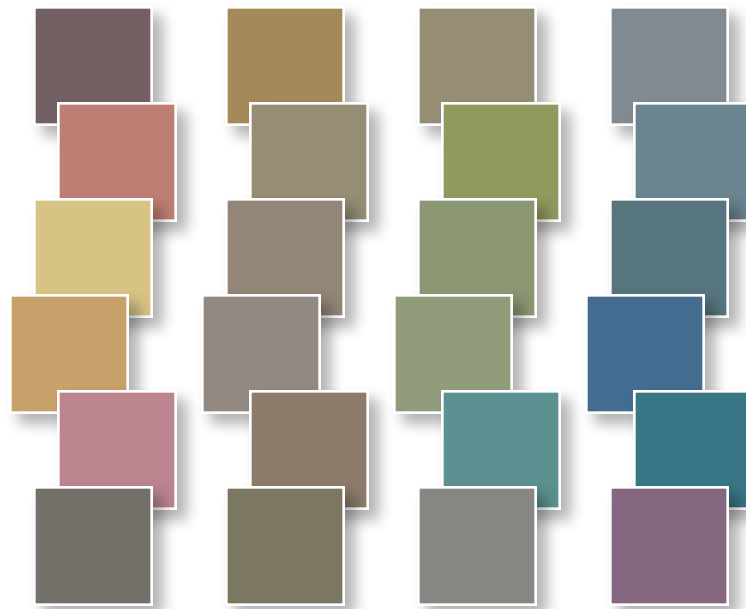
PREMIERE FABRIC COLLECTION

PERSONA "DYO" Palette

- 24 trend inspired colors
- 1/2" Light Filtering and Blackout single honeycomb fabrics
- 3/4" Tru-Cell™ Light Filtering and Blackout single honeycomb fabrics
- Select from any one of these colors for your Anna Cote and Gradient Shades

Tru-Cell™

- Tru-Cell™ features a D-shaped cell structure that ensures crisp pleat retention from top to bottom of the shade.
- All 3/4" fabrics in the PERSONA Cellular Shades Collection are Tru-Cell.



Because of web and printer limitations, the colors show here are only representations of the actual color. For an accurate color, please refer to the fabric samples in the PERSONA Cellular Shades Update.

"Design Your Own" shade with customizable patterns

PREMIERE GRADIENTS Floating Gradient and Anchored Gradient

- Choose from any of the 24 colors in the PERSONA DYO Palette of the Premiere Collection for your Gradient Shades.
- 1/2" Light Filtering and Blackout single honeycomb fabrics
- 3/4" Tru-Cell™ Light Filtering and Blackout single honeycomb fabrics



Floating Gradient in Pacific

Floating Gradient A solid color on the top of the shade gently fading to white.



Anchored Gradient in Pacific

Anchored Gradient A white shade evolves into a bold color statement at the bottom of the shade.



Spheres in Herb Garden

6 colors:



SPHERES The Spheres pattern is sleek and striking, its bold geometric shape allows for a playful use of color on your customer's window.

- 1/2" Light Filtering and Blackout single honeycomb fabrics
- 3/4" Tru-Cell™ Light Filtering and Blackout single honeycomb fabrics



Tuscan Scroll in Wheat Field

6 colors:



TUSCAN SCROLL The beauty of Italy's rich artistic legacy is captured with our elegant Tuscan Scroll pattern.

- 1/2" Light Filtering and Blackout single honeycomb fabrics
- 3/4" Tru-Cell™ Light Filtering and Blackout single honeycomb fabrics

ANNA COTE Rose Clover and Wildflower Meadows

- Choose from any of the 24 colors in the PERSONA DYO Palette of the Premiere Collection for your Anna Cote Shades.
- 1/2" Light Filtering and Blackout single honeycomb fabrics
- 3/4" Tru-Cell™ Light Filtering and Blackout single honeycomb fabrics

3 coloring options for Anna Cote Designs:

- **Colored Pattern:** The pattern is colored, the background remains white.
- **Colored Background:** The background is colored, the pattern remains white.
- **Colored Background/Tinted Pattern:** You select a color for a background and the pattern will be a lighter version of the color that was chosen for the background.



Anna Cote Rose Clover, Colored Pattern in Amethyst



Anna Cote Rose Clover, Colored Background in Amethyst



Anna Cote Rose Clover, Colored Background/Tinted Pattern in Amethyst