

shade styles

PERSONA™
Roller & Roman Shades

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FAQ's

PERSONA Shades are available up to 112" wide and are always white to the outside.

Roller



Shade Styles

- Sleek, classic lines of a roller shade

Hardware Options

- Standard roller with regular or reverse roll
- UltraSleek™ head rail
- Cassette head rail
- 3" Fascia in brushed aluminum, bronze, and black
- Motorization
- White, black and steel bead chain
- All shades feature the acclaimed fabric wrapped bottom rail

Roman

FLAT PANEL STYLE



Shade Styles

- Contemporary flat panel roman shades

Hardware Options

- Standard pull cord
- Smoothy Continuous cord loop
- Top Down–Bottom Up
- Cordless
- Cordless Top Down–Bottom Up
- Motorization

Roman

TEAR DROP STYLE



Shade Styles

- Classic tear drop roman shades

Hardware Options

- Standard pull cord
- Smoothy Continuous cord loop
- Top Down–Bottom Up
- Two on One Head Rail
- Cordless
- Cordless Top Down–Bottom Up
- Motorization

All PERSONA Shades are backed by Comfortex's Limited Lifetime Warranty. See price list for more details.



1. What are PERSONA Roller & Roman Shades?
PERSONA Roller & Roman Shades are the very latest innovation in custom window fashions from Comfortex. With PERSONA Shades, you have the freedom to custom design a shade for an expression of your own unique style.

2. Are there different hardware options available for PERSONA shades?

Yes! PERSONA Roller & Roman Shades are available with a wide range of hardware options. Reference the PERSONA sample book or price list for the full range of options.

3. I love what I've designed, but can I get a swatch before I order my PERSONA Shades?

Yes! Swatches are available for \$5.00 each. The cost of the swatch will be credited toward the purchase of your PERSONA Shades. Maximum \$10.00 Credit.

4. Can I view my PERSONA design before I buy?

Yes! You have two options available to you. To view your design, you may either order a swatch or you can view your design online at www.PersonaShades.com

5. I love the design I've created! Can I get fabric for accent pieces?

Yes. Once you've designed your pattern, you can order your PERSONA Shades. You can also order fabric by the yard for custom accent pieces.



PERSONA Roller Shades shown with the Cosmic design in Texture Color 1019.

Color Your World. Design Your World.



PERSONA Roller Shades shown in Color 0449.

PERSONA Custom Coloring

Is there a color combination that you are looking for in the PERSONA book that you can't find? Custom color options are available in the PERSONA Texture Collection. Here's how it works.

Custom Color based on One Solid Color

Provide us with a single solid color AND the texture design number. We'll provide back to you a minimum of three colorway options developed from your solid color choice.

Custom Color based on Two Solid Colors

Provide us with two solid colors AND the texture design number. We'll provide back to you a minimum of six colorway options developed from your solid color choices.

All custom coloring for PERSONA will be done at a minimal charge.



Where Innovation is Always in Fashion™

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

STOCK # 512900FLA

PERSONA™ Roller & Roman Shades



Color Your World. Design Your World.

PERSONA Roller & Roman Shades are the very latest innovation in custom window fashions from Comfortex. With PERSONA Shades, you have the freedom to custom design roller and roman shades to create an expression of your own unique style!

**A Breakthrough in Design!
Solids, Textures, Patterns, and
Borders at Your Fingertips!**



Where Innovation is Always in Fashion™



PERSONA Roller Shades shown with Color 0199.

Over 800 Solid Colors

Choose from over 800 beautiful solid colors for your shade. Grouped in easy to use color decks.



Elements (Light Filtering & Blackout)

A classic fabric with a nearly imperceptible weave, Elements provides a flawless backdrop which allows the design of your shade to shine. Choose from light filtering or blackout.

Applications: Roller and Roman Shades
Maximum Roller Shade Width: 112"
Maximum Roman Shade Width: 95"
Opacity: Light Filtering or Blackout

Traditions

Understated and subtle, this timeless fabric is perfect for every style.

Applications: Roller and Roman Shades
Maximum Roller Shade Width: 108"
Maximum Roman Shade Width: 95"
Opacity: Light Filtering

Up to 112" Wide

PERSONA Roman Shades in Tear Drop Style shown with Paisley Pattern in Color 0858 on 0793.



Marble Elegance (Light Filtering & Blackout)

Marble inspires opulence and elegance, and our Marble Elegance fabric is no exception. Light dances off the mingled sheen and matte weaves in this jacquard, enhancing your overall shade design. Choose from light filtering or blackout.

Applications: Roller and Roman Shades
Maximum Roller Shade Width: 66"
Maximum Roman Shade Width: 66"
Opacity: Light Filtering or Blackout

Phifer & EcoGreen™ PVC Free Screens

These PVC Free screens are the perfect choice for all your commercial applications or anywhere the light control of a screen is desired. These environmentally friendly shades are white to the outside.

Applications: Roller and Roman Shades
Maximum Roller Shade Width: 104"
Maximum Roman Shade Width: 95"
Opacity: 3% – 5% openness
FR Rated, see price list for details
GREENGUARD® Certified
Opacity: Light Filtering



Whimsical Stripe in Color #0660



Trumpet Vine in Color #0240



Color #0536 from Solid Color Deck

Beautiful Shades in 5 Easy Steps

1

First, select the fabric that satisfies your need. Choose your preference for light filtering, room darkening or full privacy.

2

Now, select a color. You may then decide to give it a texture or a pattern - get creative!

3

Next, for an extra touch add a border to a solid or textured shade.

4

Now, choose your shade style: the popular, classic Roller Shade or the elegant, stylish Roman Shade.

Roman shades are available with flat or tear drop style panels.

5

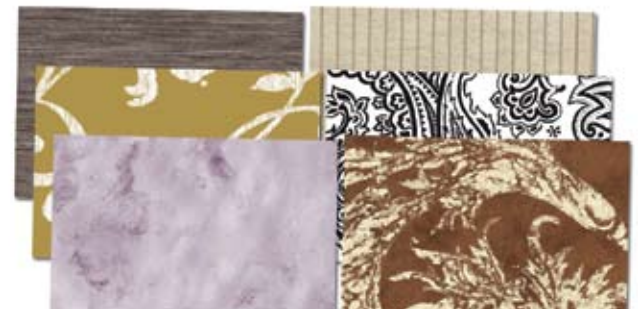
Finally, pick hardware options that suit your style and needs.



PERSONA Roller Shades shown with the Spheres design in Texture Color 1044.

Textures & Patterns

Add an optional texture or pattern to your shade. There are many styles to choose from.



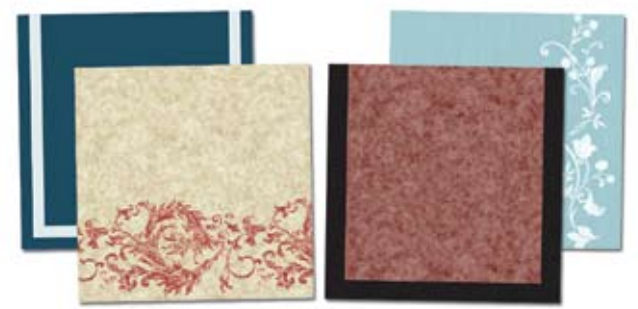
PERSONA Roman Shades in Tear Drop Style shown with the Basic Stripe texture in Color 1071.



PERSONA Roller Shades shown with the Spheres design in Texture Color 1044 with Inset Border in Color 0264.

Borders

Add an optional border for the finishing touch.



Design Online at www.PersonaShades.com

Experience ultimate design online with www.PersonaShades.com. Mix and match beautiful solid colors, rich textures, dazzling patterns and borders to create your own unique shade.

Choose from palettes of:

- Over 800 Solid Colors, grouped in easy to use color families
- 12 Patterns & Textures
- 4 Distinct Borders
- New Patterns added quarterly



PERSONA Roller Shades shown with the Concrete texture in color 1184.