



**SUPERIOR
DESIGN
PRODUCTS**

9824 Currie Davis Drive · Tampa, Florida 33619 · (813) 623-1492 · 1-800-338-8378 · Fax: (813) 620-4318 · www.superiordesignproducts.com

Kensington Window Shadings Program

Kensington has marketed the same sheer window shading product under two brands for many years: Kensington Horizontal Window Shadings and Vienna Sheer Horizontal Window Shadings. The sample books contained the same fabrics (different names and numbers) and offered the same options. Kensington has decided to continue to market the product only under the Vienna brand. In addition, six colors will be discontinued as inventory is depleted (see list below) and 15 new colors have been added. An update kit (T11-116) is available for \$30 and can be added to your Kensington or older Vienna sample book. Please note that the format of the update kit is designed for the Vienna book, which is slightly larger than the Kensington book. The new Vienna book includes the new colors and is available for \$99 (T1009) and is eligible for \$100 in SDP coupons.

If you have the Kensington or an old Vienna sample book you can continue to order as you have in the past; just be sure to use the May 2011 pricing which can be found on our web site. Please note that the Vienna list price and your discount are higher than for Kensington, resulting in the same net cost under both programs.

Discontinued colors: 20-1003 Peach, 20-1007 Tulip, 20-1014 Mango Dream, 20-1025 Berries N'Cream, 20-1045 Light Olive, 20-1054 Baby Lilac

Kensington Woven Wood Program

Kensington has decided to start marketing their woven wood program under a generic brand and has launched a new sample book called the **Woven Woods Collection**. This strategy is designed to allow local fabricators like SDP to sell their program as a private label brand. The new sample book (T10-163) costs \$85 and is eligible for \$75 in SDP coupons. The new book has nine new patterns. We have created a new price list effective October 1, 2011 which includes all the patterns from both programs.

If you have the Kensington sample book you can continue to order from it, just be sure to use the new price list. You should also be aware that 14 patterns will be discontinued as inventory is depleted; they are indicated in the new price list.

Kirsch Vertical & Ambiance Program

Kirsch has updated their Vertical & Ambiance sample book, and new pricing is effective September 1, 2011. The new book includes 23 new collections, discontinues a number of other collections, and adds a coordinating textured 2.5" vinyl blind. Items that have been discontinued will be available through the end of the year or until inventory is depleted. Please visit our web site to obtain a complete list of the discontinued items. We are not distributing the price list for the textured blinds and it is also available on our web site. The new sample book (F0302010) costs \$175 and is eligible for \$175 in SDP coupons.

If you have purchased any of the affected items since January 2009 copies of those price lists have been enclosed. If you have any questions please contact your sales representative or our customer service department.

You can view and print all current SDP price lists under the Resources tab on our web site at:

www.superiordesignproducts.com

October 1, 2011