

Beauty ———
is in the details

Partnership Programme



Luxaflex[®]



Thinking about becoming a window covering specialist?

Align with the world's most revered brand while being supported by a team that has a deep understanding of the New Zealand context and customer, and is dedicated to seeing you and your business succeed.

Who we are

The art of window styling

Ever since their introduction to New Zealand in the 1950s, Luxaflex window coverings have been adding style and sophistication to discerning homes across the country.

A division of New Zealand Window Shades, Luxaflex Window Fashions has cemented itself a trusted household name. Market-leaders in daylight regulation and solar heat control solutions, we continue to strive to enhance the beauty of every room, every day, with our innovative custom made blinds, shutters, awnings and personalised service.





What we do

World-renowned, Kiwi made

From our Auckland head office, we offer the widest and most comprehensive range of window covering systems alongside the broadest selection of textile and material options on the market.

With the majority of our products made-to-measure right here in New Zealand, through our streamlined production process and commitment to local manufacturing, we pride ourselves on Luxaflex's advanced product design, industry-leading innovation and functional workability that is optimised for our demanding local condition.



Beautiful light control

We design our products to offer a range of light control and privacy options with a broad selection of fabrics and materials from sheer to room darkening to opaque. The innovative design of our products can deflect and redirect sunlight precisely. Our specially engineered translucent fabrics diffuse harsh sunlight and draw it deeper into the room – dispersing the light to help illuminate homes naturally and reduce the need for artificial light. Whatever the light control needs of our customers, we have a solution.



Operating innovation

Our proprietary operating systems offer unparalleled functionality and convenience, making our window coverings easy to use with reliable performance and improved safety features. Our innovations include the award-winning cord-free LiteRise® and revolutionary PowerView™ Motorisation – an advanced home automation system that allows Luxaflex window coverings to be conveniently controlled or scheduled via a smartphone, tablet, remote or even voice control.



Industry-leading

With over 23,500 employees and operations in over 100 countries around the world, our parent company, Hunter Douglas, is the world's leading manufacturer of window coverings. Innovation in every product, ever since their invention of the aluminium blind in 1946, Hunter Douglas has set new standards in Research, Design and Technology. Designing ground-breaking products with responsible manufacturing and outstanding quality, you only get the best when you get Luxaflex.



Energy-efficient style

At Luxaflex, we're an industry leader in making a big energy savings difference at the window. In 1985, we invented the highly energy-efficient Duette® Shades; the world's first honeycomb blind. Without energy-efficient window coverings, as much as 50% of a home's heating and cooling energy can be lost through its windows, that's why we continue to think about the impact all of our products can make for New Zealand homes.

When customers want choice, we deliver.

With a range that spans from contemporary, entry-level Roller Blinds through to the most exclusive and sophisticated Softshades, we offer New Zealand's most extensive suite of interior window fashions for even the most discerning customers.

*Our full Luxaflex range as at September 2020.

Entry



Vertical Blinds



Roller Blinds



Sunscreens

Moderate



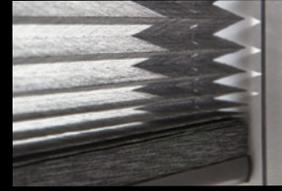
Aluminium Venetians



Country Woods Venetians



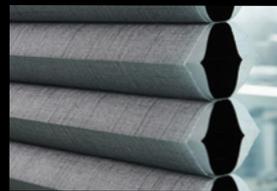
Woodmates Venetians



Pleated Blinds



Duette Shades



Duette Architella



LumiShades

Premium



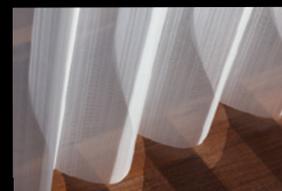
Timber Shutters



PolySatin Shutters



Silhouettes



Luminettes

An opportunity like no other...

A major proponent of our success is our trusted network of dealers. Dedicated to providing their communities with expert advice that is tailored to each customer, home and space, our dealer network grants us unprecedented national reach and service.

With innate local knowledge of their customers and environment, it is through our dealer network that we can truly bring Luxaflex design visions to life — and now you can too with the Luxaflex Partnership Programme.

The Luxaflex Partnership Programme





Become a Luxaflex Dealer

No matter whether you're a fledgling new business or a stalwart for interior design in your community, our Luxaflex Partnership Programme allows you to harness the power of the Luxaflex brand and products to elevate your business and profit potential.

Under a license, your Luxaflex Partnership will grant you exclusive access to our brands, trademarks, marketing and retail programmes, leaving you the freedom to make your business flourish.

What we offer:

No franchise turnover fees

A marketing fee is required to contribute towards brand and lead generation advertising to drive leads to your business.

Low working capital

All products are made to measure, so there is no stock. Collection of a deposit on order provides positive cashflow.

Easy access

We provide the retail showroom environment that is customised to your space, with competitive payment terms. We train you, and provide ongoing business and marketing support, while also delivering you qualified leads.

We're committed to your success

With the backing of our market-leading brand, you have the support to establish a successful business using our proven business model opportunities. We provide all the training you need to offer the right customer experience and learn about products and specialist solutions.

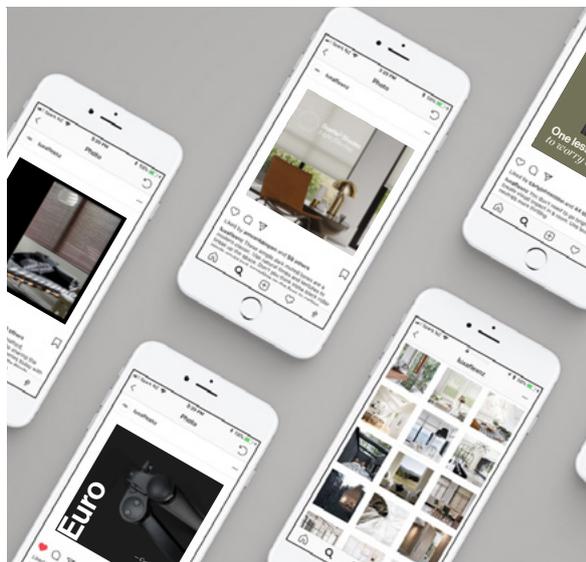
You can benefit from:



First-class training and tools

We provide New Zealand's only comprehensive training programme for the custom window covering industry. Through our dedicated national training manager, we regularly engage with consultants and installers at our nationwide roadshows – taking them through in-depth training sessions structured around individual product modules.

Training sessions are augmented by practical manuals that attendees can take away for reference or access at any time via our extensive online portal. We also offer a bespoke training service, at no charge, with modules tailor-made for you.



Consumer marketing and qualified leads

The Luxaflex Marketing department is a centralised team dedicated to growing both the Luxaflex brand and its network of dealers in the consumer landscape through the generation of leads and brand awareness.

Supported by Digital, Print, Social Media and other traditional media, we run seasonal campaigns to remain front of mind and push our innovative products, targeting those who are most likely to engage near you. We also run a Local Area Marketing service, meaning we can produce all your traditional local advertising for you.

All of our combined efforts lead to our master-planned website. The hub for everything Luxaflex, we capture leads and pre-populate all the details you need for your consultation before automatically forwarding them on to you.



Unprecedented support

No other window furnishings company in New Zealand offers the same complete support package comprising marketing, manufacture and production of all products and fabrics, as well as local on-the-ground sales support.

We believe in personal service. It's among the reasons we assign all our Gallery and Showcase dealers a dedicated account manager. From identifying opportunities within your business to supporting your consultants and designers to sell with confidence, our account managers are committed to helping you flourish within the window coverings category and achieving tangible business growth.



Comprehensive sales aids

Useful information, tips, product explanations and even a price guide by fabric type; our brochure suite is just one set of tools we provide to help you persuade customers that Luxaflex is a sound choice.

In-store, our new display pods offer a simple but innovative modular system of stands. Fully adaptable to your space and needs, our point of sale is designed to improve your customers' experience and help you improve your \$m2.

Extensive fabric sample books, purpose-designed for New Zealand, present our all our fabrics in an effective way for consultations in store or at customers homes. Supported by our online Sample Express service, we can dispatch physical fabric samples to your customers free of charge.

Engagement lead benefits

To ensure the Luxaflex Partnership Programme works for everyone, we offer three tiers of commitment — the greater your degree of engagement, the more you get out of it.



01

Luxaflex Gallery Dealer

Our Gallery Dealers are among the nation's most successful retailers. This premier programme for top-tier stores offers the highest level of benefits, including comprehensive marketing, training, product management and online tools.

02

Luxaflex Showcase Dealer

Showcase is a selective programme that provides designated dealers exclusive access to display and sell Luxaflex collections and product lines. Showcase stores receive unique advertising and marketing tools, including participation in Luxaflex national promotions. Members are expected to demonstrate the high level of quality and commitment that this programme requires.

03

Luxaflex Retailer

For stores that want to access Luxaflex products and align themselves with the Luxaflex brand and philosophy. This tier of dealers can take advantage of our standard product suite and general terms of trade.

Features	Retail	Showcase	Gallery
Standard product suite	✓	✓	✓
General terms of trade	✓	✓	✓
Roadshow training sessions	✓	✓	✓
Luxaflex.co.nz lead generation	✓	✓	✓
In-store display	✓	✓	✓
Inspire rewards programme access	✓	✓	✓
Mynzws.co.nz online portal access	✓	✓	✓
Online tools and training materials access	✓	✓	✓
Full product range		✓	✓
Local area marketing service		✓	✓
National promotions participation		✓	✓
Dedicated account manager		✓	✓
Personalised training			✓
Comprehensive marketing			✓
Enhanced lead generation			✓
Exclusive gallery store landing page			✓

Luxaflex Inspire Rewards Programme

New Zealand Window Shades has been the exclusive distributor of the Luxaflex range since 1992, and we want to reward you for your preference, loyalty, and advocacy for the Luxaflex brand. Our Luxaflex Inspire Rewards Programme allows us to do just that.



How does it work?



01

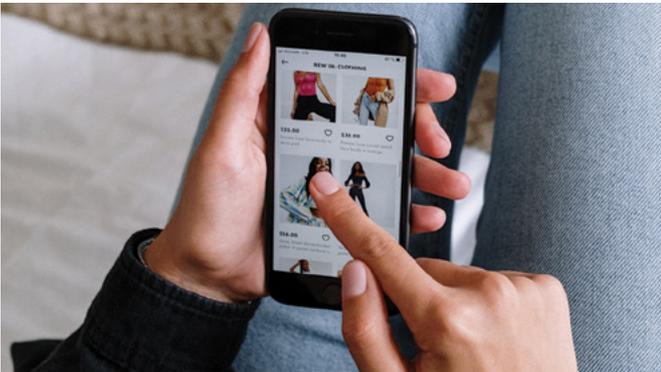
Sell Luxaflex products and meet the sales qualifying threshold

Here is a working example:

Sarah sells \$4,000 worth of Luxaflex products in January, \$5,000 in February, and then an impressive \$11,000 in March. Her cumulative sales of \$20,000 meet the qualifying threshold, and Sarah receives 20,000 reward points into her account.

From that point forward, every month until the end of December, Sarah will receive one reward point for every dollar of Luxaflex sales reported until the programme resets again.

Over the year Sarah accumulates 52,500 points, which she chooses to use to purchase flights to Sydney for a Christmas vacation.



02

Earn 1 reward point for every dollar and redeem points on any reward

What's included?

- A dedicated Luxaflex Inspire app to easily see your points balance, check how you're tracking to your target, and make quick reward redemptions.
- Access to exclusive product specials and rewards savings.
- A monthly newsletter updating you on your points balance, latest updates and promotions and reward inspiration.
- The ability to earn a potential 40,000 extra bonus reward points every year.

Redeeming rewards points

Members can redeem rewards from the Smart Loyalty Reward Shop featuring more than 4,000 products and all the latest brands.

Alternatively, members can choose to use their points on anything of their choice through Dream Rewards. Dream Rewards is the ability to convert points for anything you can think of outside of the Rewards Store, including:

- Experiences
- Flights
- Accommodation
- Products

Interested? Take the next steps.

Luxaflex Window Fashions Gallery,
Showcase and Retail opportunities exist
in many locations around New Zealand.

To learn more about the benefits of becoming
a Luxaflex Dealer and building a strong and
enduring relationship, inquire today.

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The Luxaflex logo is written in a stylized, cursive script font. The word "Luxaflex" is in black, with a registered trademark symbol (®) at the end. The letters are fluid and connected, with a prominent flourish under the 'x'.