



The Shade Store Launches the Sunbrella Solar Collection

Best-in-class performance fabrics now available in solar shades

Port Chester, NY (February, 2019) – [The Shade Store](https://www.theshadestore.com), a leading resource for premium custom window treatments, announces the launch of an exclusive collection of solar fabrics by Sunbrella. The Sunbrella Solar Collection is a new line of solar shades which offers UV protection, fade prevention and glare reduction. It has been created with high-performance Sunbrella fabrics that are stain resistant and easy to clean, making them practical for any room or space.

“This new collection by Sunbrella will be of interest to homeowners and designers alike,” said Ian Gibbs, Chief Creative Officer of The Shade Store. “Created with tactile materials to give the shade a highly textured look, the high-performance Sunbrella materials add softness and warmth to a sleek and modern shade. The Sunbrella Solar Collection continues to merge high-end performance with the lifestyle needs of our customers.”

The collection of high-performance fabrics will be available in a range of versatile neutrals, including white, oatmeal, ash, grey and slate. Solar shades offer different levels of opacity and light filtering, ranging from 1 percent to 10 percent allowing users to further customize the level of privacy and UV protection. Each color option can be paired with a choice of six decorative brackets and nine bottom bar colors for the perfect modern look.

The shades will be offered with The Shade Store’s state-of-the-art motorization capabilities. Available with powerful yet quiet motors, both battery and plug-in options, shades can be controlled by both smartphone and smart home systems.

With the neutral palette and a range of transparencies, the collection maximizes versatility in both commercial and residential settings alike. The Sunbrella Solar Collection is the third collaboration with The Shade Store. It joins the Ventana Collection, a line of heavyweight linens and sheers for drapery and Romans, and the iconic patterns of Pendleton by Sunbrella.

“We are excited to partner with The Shade Store on this new collection. We are able to expand the Sunbrella offering from Roman shades and drapery to include the popular solar shade category,” says Allen Gant III, Director of Window Market for Sunbrella. “Combining our expertise

with The Shade Store, we were able to merge durability, performance and style into a sleek and modern solar shade that's ideal for both residential and commercial spaces."

Sunbrella Solars for The Shade Store will be offered at all 65+ of The Shade Store showrooms nationwide and online at www.theshadestore.com/sunbrella-solars, where consumers and designers can choose free swatches to plan for their custom window treatments, with rendering services and design experts available to help. Every order from The Shade Store is hand-crafted in the USA and ships free in 10 days or less. The Shade Store also offers a network of measure and install professionals around the country to help make the custom window treatment process truly simple.

SWATCHES



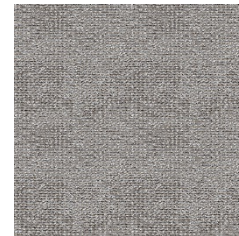
Ash



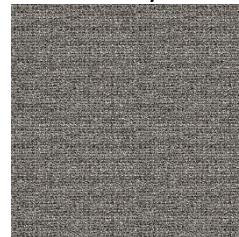
Oatmeal



White



Grey



Slate

About The Shade Store

The Shade Store is a family-run, premium custom window treatment company with a rich heritage in luxury textiles and interior design. Its exclusive collection of more than 1,300 in-stock fabrics and materials provides customers with an unparalleled level of style and customization options. Every window treatment is proudly handcrafted in the USA by a skilled artisan, hung and

tested for quality assurance and ships free in 10 days or less. The Shade Store offers a complete range of design services for consumers and design-trade clientele, including free swatches, free professional window measurements, photo rendering services and nationwide installation services. The Shade Store has 65+ showrooms nationwide. Additionally, The Shade Store is an advocate for environmental sustainability and for every purchase made the company provides the 'gift of shade' by planting a tree in partnership with the Arbor Day Foundation. For more information on The Shade Store, please visit <http://www.theshadestore.com>.

ABOUT SUNBRELLA FABRICS

Sunbrella has revolutionized the way the world thinks about how fabrics look, feel and perform. Luxuriously soft and exceptionally beautiful, Sunbrella fabrics integrate style with legendary performance qualities: proven durability, fade resistance, easy care and bleach cleanability. Led by a global design team, premium Sunbrella fabric gives consumers, designers and architects the materials they need to create the extraordinary in marine, shade, indoor upholstery, outdoor upholstery, commercial and contract applications.

Introduced in 1961, Sunbrella fabrics are manufactured and marketed by Glen Raven, Inc., a 138-year-old family-owned company based in North Carolina with operations worldwide. Sunbury Textiles recently joined Sunbrella after 22 years of close partnership. Sunbury adds luxury decorative fabric design and production, combining historic reference and modern interpretation to create beautifully unique fabrics. For more information on Sunbrella, including inspiration, fabric collections and where to buy, visit sunbrella.com and follow Sunbrella on Facebook, Instagram, Pinterest and Twitter at @Sunbrella.

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