

NORMAN®

SHUTTERS. BLINDS. SHADES.



2017 Retail Reference Guide



For US Market Only

A modern living room with a white sofa, a coffee table, and a lamp. The room is bright and airy, with a large window in the background. The text is overlaid on the image.

QUALITY ISN'T JUST A CATCHPHRASE IT'S OUR HERITAGE

With over 40 years of excellence in crafting fine window furnishings, Norman®'s quality is evident. It's what drives us to innovate. And why you can see it in every detail. Few companies will farm their own wood. Make their own components. Or weave their own cords. At Norman®, everything matters. And anything's possible.

We strive to exceed the highest industry standards in everything we do. That's why we're focused on leading the industry in quality, service, selection and value. From our patented performance and safety enhancing products, and our award-winning product designs, to our socially responsible processes in manufacturing and forestry, Norman® has a history of defining the future.

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1. Freight & handling fee: Minimum \$15 per order for up to 3 units. For additional units, it is \$3 per unit up to \$50 per order.
2. Oversize surcharge: \$70 per order for widths from 96" to 125"; with widths greater than 125", it is \$150 per order.



Improving User Experience
Through Innovation

**32 Awards &
Counting**



Portrait™ Honeycomb Shades



Soluna™ **Day & Night** Roller Shades



Normandy® Wood Blinds featuring **Phoenix Wood®**

PureSafe™ Cordless Honeycomb Shades

Honeycomb



- Energy efficient
- Free cordless for child / pet safety
- Limited 5-year warranty
- 9/16" premium light filtering fabric

Surcharges:

- PVC Light Guard \$35 (per window)
- TDBU: \$75 per unit
- Extension Pole
 - \$100: 36" or 68" Pole
 - \$30 attachment only
- Shim: \$2 each
- Room Darkening 30%

How to price a PureSafe™ cordless TDBU shade in room darkening fabric in 24"x63"?

Base Price	\$156
Room Darkening Surcharge (30%)	\$46.80
TDBU Surcharge	\$75
	\$277.80

PureSafe™

Cordless Honeycomb Shades

Honeycomb

Suggested Retail

Width

Length

	24	30	36	42	48	54	60	66	72	78	84	90	96
36	126	142	159	175	196	216	236	260	280	350	378	404	432
42	132	152	172	190	213	233	253	277	296	371	398	424	451
48	139	162	182	200	223	250	273	293	317	394	421	448	475
54	142	172	193	213	236	263	290	311	337	417	451	481	512
60	149	182	203	226	253	280	307	330	354	428	458	489	515
66	156	193	216	236	263	293	324	347	374	458	495	525	556
72	159	203	226	250	277	311	337	363	394	484	522	559	592
86	172	226	250	277	307	344	374	401	435	538	582	623	663

Room Darkening: 30% Surcharge



Portrait™ Honeycomb Shades

Honeycomb



\$35 Surcharges:

- PVC Light Guard (per window)

\$75 Surcharges:

- Cordless
- Continuous Cord Loop
- TDBU
- Specialty Shapes
- Day and Night
- Cut-out (per shade)
- SmartFit™

\$150 Surcharges:

- Cordless TDBU
- Cordless Day & Night
- Decoflex™
- Continuous Cord Loop TD

Miscellaneous Surcharges:

- SmartRelease™: **Coming Soon**
- Extension Pole for Cordless, SmartFit™ & Decoflex™
 - \$100: 36" or 68" pole
 - \$30 attachment only
- Shim: \$2 each

Motorization:

- Motor \$485 (per shade)
- Remote \$100 (each)
- AC Adaptor \$75 (per shade)
- Extension for AC Adaptor (48" or 96") \$40 each
- Additional Battery Wand \$40 each (batteries not included)

How to price a Motorized Day & Night shade in 36"x60" with one remote?

Base Price	\$281
Room Darkening (25%)	\$70.25
X 2	
	\$702.50
Day & Night surcharge	\$75
Motorization	\$485
Remote	\$100
	\$1,362.50

How to price a Continuous Cord Loop TD in 60"x64" in FR fabric?

Base Price	\$411
FR surcharge (75%)	\$308.25
Continuous Cord Loop TD	\$150
	\$869.25

Portrait™ Honeycomb Shades

Honeycomb



Suggested Retail

ALL CELL SIZES

Width

Length		24	30	36	42	48	54	60	66	72	84	96	108	120
	36	182	226	237	262	282	303	320	386	407	451	493	590	785
	42	210	234	248	274	296	319	340	408	431	480	524	629	836
	48	216	243	258	288	328	337	357	430	457	508	558	667	887
	54	225	253	268	300	339	353	375	454	481	536	590	704	930
	60	232	266	281	315	357	371	393	480	506	573	626	747	985
	66	248	287	300	326	360	384	411	502	530	593	658	782	1032
	72	255	294	309	341	368	403	431	524	557	630	692	822	1085
	78	297	343	364	399	434	475	508	544	578	651	722	858	1130
	84	304	354	376	413	451	493	530	565	604	680	754	896	1178
	90	315	364	389	428	466	512	550	589	629	709	787	933	1225
	96	321	375	401	442	484	531	571	611	654	737	820	971	1277
	108	344	404	434	480	529	578	625	671	719	815	908	1074	1408
	120	368	432	466	519	572	627	680	732	783	893	995	1177	1538
	144	388	426	501	557	615	678	734	791	850	968	1083	1278	1670

Room Darkening & Sheer: 25% Surcharge FR: 75% Surcharge



Portrait™ Honeycomb Shades

Honeycomb



Surcharges:

- Extension Bracket for Vertical \$6 each
- Shim: \$2 each

How to price a Day & Night shade in 78"x84"?

Base Price	\$1,397
RD, Sheer surcharge (25%)	\$349.25
X 2	
	\$3,492.50

How to price a split stack vertical shade in 48"x 84"?

Base Price	\$1,047
Split Stack (no charge)	
	\$1,047

Portrait™ Honeycomb Shades



Honeycomb

Suggested Retail

Patio Door Vertical

3/4" SINGLE & 1 1/4" SINGLE

Width

Length

	24	30	36	42	48	54	60	66	72	78	84	96	108	120	132	146
36	472	511	557	598	637	677	721	760	802	844	879	956	1029	1097	1169	1241
42	504	551	599	648	691	738	788	831	876	924	963	1038	1111	1194	1282	1370
48	539	587	643	696	742	794	845	904	945	991	1041	1124	1198	1307	1422	1537
54	564	627	685	744	795	844	896	949	999	1044	1097	1183	1276	1372	1473	1574
60	598	663	728	792	844	896	954	1007	1063	1116	1166	1268	1369	1472	1581	1690
66	632	700	769	842	901	954	1012	1075	1127	1190	1243	1355	1463	1573	1689	1805
72	668	739	816	890	951	1005	1064	1142	1195	1257	1321	1439	1553	1674	1802	1930
78	702	778	861	931	996	1049	1116	1194	1250	1323	1382	1516	1631	1758	1892	2026
84	738	817	903	977	1047	1111	1181	1259	1320	1397	1460	1601	1730	1861	1999	2137
90	767	858	942	1021	1096	1166	1239	1324	1393	1469	1540	1688	1827	1967	2114	2261
96	802	893	977	1060	1138	1211	1288	1379	1450	1533	1603	1761	1900	2054	2216	2378
108	868	966	1061	1148	1234	1316	1414	1511	1592	1680	1758	1934	2094	2256	2427	2598
120	931	1041	1181	1278	1368	1461	1568	1676	1766	1866	1937	2138	2314	2491	2677	2863

Room Darkening & Sheer: 25% Surcharge FR: 75% Surcharge



Soluna™ Roller Shades

Roller



Surcharge Options:

- PVC Light Guard \$35 (per window)
- Dual Shade \$60 (per window)
- Wood Light Guard \$100 (per window)
- Coupled Shade \$100 (per window)
- Cordless Shade \$100 (per shade)
- SmartRelease™ with Spring Assist*: \$100

Miscellaneous Surcharges:

- Stainless Steel Chain \$15
- Common Valance \$60
- Spring Assist \$60
- Extension Pole for Cordless
 - \$100: 36" or 68" pole
- Shim: \$2 each

Motorization Surcharges:

- Motor (For Battery Wand) \$485
- Plug in AC Motor \$585
- Remote \$100 (each)
- Battery Wand Cable Extension \$40

Add Surcharge to Shade Price

Add Surcharge to Shade Price									Width								
	24	30	36	42	48	54	60	66	72	78	84	90	96	108	120	132	144
Fascia, Fabric & Wood Valance	95	100	108	115	121	132	141	154	167	179	192	205	219	244	270	290	310
Fabric wrapped hem bar, Raceway, 7" Fabric valance upgrade	46	49	52	56	59	64	69	75	82	88	94	101	107	120	130	NA	NA

Fabric valance and wood valance max is 192". For every additional foot, please add \$20 (retail).

* When required

Note: • Raceway provided on all cordless shades with no surcharge
• Raceway provided on all shades when ordered with valances with no surcharge

PRICE GROUP 1

Suggested Retail

Width

Length		24	30	36	42	48	54	60	66	72	78	84	90	96	108	120
	36	117	129	142	154	167	179	193	205	222	251	267	283	300	330	362
	48	130	145	159	175	191	208	226	245	263	297	315	334	353	389	423
	60	144	159	176	197	220	241	262	283	307	341	363	385	402	437	469
	72	155	175	199	224	247	273	299	322	347	384	402	422	441	479	518
	84	170	195	222	250	278	305	333	360	381	414	437	458	479	521	566
	96	183	214	245	276	307	338	363	388	410	447	471	494	518	566	613
	108	200	234	267	303	334	364	389	414	441	480	506	531	558	608	660
	120	217	255	291	328	362	388	414	443	471	513	541	569	597	653	707
	132	233	275	313	353	383	412	441	471	500	545	575	604	635	695	755
	144	250	294	336	371	404	435	468	498	531	576	609	642	674	737	803

PRICE GROUP 2

Suggested Retail

Width

Length		24	30	36	42	48	54	60	66	72	78	84	90	96	108	120
	36	131	145	160	173	188	202	217	232	250	283	300	318	336	371	407
	48	146	163	179	195	213	235	254	275	296	333	355	375	396	438	476
	60	161	179	198	221	247	270	295	318	344	382	408	433	452	491	528
	72	175	197	223	251	278	307	335	362	390	431	452	475	495	539	583
	84	190	218	250	281	311	343	374	404	427	467	491	515	539	587	636
	96	206	240	275	310	344	380	408	435	461	502	530	557	583	636	689
	108	224	263	300	340	377	410	438	467	495	540	569	598	628	684	742
	120	243	285	328	368	405	435	467	498	530	576	607	639	670	733	794
	132	262	308	353	396	430	463	497	530	562	613	647	680	714	782	849
	144	281	330	378	418	453	489	525	561	598	648	685	722	757	830	903

Surcharge Options:

- PVC Light Guard \$35 (per window)
- Dual Shade \$60 (per window)
- Wood Light Guard \$100 (per window)
- Coupled Shade \$100 (per window)
- Cordless Shade \$100 (per shade)
- SmartRelease™ with Spring Assist*: \$100

Miscellaneous Surcharges:

- Stainless Steel Chain \$15
- Common Valance \$60
- Spring Assist \$60
- Extension Pole for Cordless
 - \$100: 36" or 68" pole
- Shim: \$2 each

Motorization Surcharges:

- Motor (For Battery Wand) \$485
- Plug in AC Motor \$585
- Remote \$100 (each)
- Battery Wand Cable Extension \$40

Add Surcharge to Shade Price

	Width																
	24	30	36	42	48	54	60	66	72	78	84	90	96	108	120	132	144
Fascia, Fabric & Wood Valance	95	100	108	115	121	132	141	154	167	179	192	205	219	244	270	290	310
Fabric wrapped hem bar, Raceway, 7" Fabric valance upgrade	46	49	52	56	59	64	69	75	82	88	94	101	107	120	130	NA	NA

Fabric valance and wood valance max is 192". For every additional foot, please add \$20 (retail).

* When required

Note: • Raceway provided on all cordless shades with no surcharge
• Raceway provided on all shades when ordered with valances with no surcharge

How to price a fabric group 2, battery-powered motorized shade in 48"x70" with a remote?

Base Price (Group 2)	\$278
Motor Surcharge	\$485
Remote	\$100
	\$863

How to price a fabric group 1, cordless shade in 36"x72" with Wood Light Guard & Square Fascia?

Base Price (Group 1)	\$199
Cordless Shade Surcharge	\$100
Wood Light Guard Surcharge	\$100
Fascia Surcharge (based on width)	\$108
	\$507

How to price dual cordless shade in 60"x84" with fabrics from group 1 and group 3?

Base Price (Group 1)	\$333
Base Price (Group 3)	\$493
Cordless Shade Surcharge	\$100
	X 2
	\$200
Dual Shade Surcharge	\$60
	x2
	\$120
	\$1146

How to price two side-by-side shades, 30"x60" with fabrics from group 1, sharing one Wood Valance?

Base Price (Group 1)	\$159
	x2
	\$318
Common Valance Surcharge	\$60
Wood Valance Surcharge (base on width)	\$100
	\$478

PRICE GROUP 3

Suggested Retail

Length	Width														
	24	30	36	42	48	54	60	66	72	78	84	90	96	108	120
	36	158	179	197	217	238	257	277	299	323	361	385	409	433	479
	48	179	202	225	249	274	302	330	359	387	431	459	488	515	574
	60	198	225	253	285	318	350	383	416	451	500	533	567	593	651
	72	219	250	286	324	363	401	438	477	514	566	597	629	659	724
	84	239	279	321	365	407	449	493	534	569	621	655	691	725	796
	96	261	308	356	404	451	500	542	581	619	676	713	753	791	869
	108	285	338	392	444	497	542	585	626	670	729	773	816	857	943
	120	310	368	426	482	536	581	629	674	721	784	831	878	923	1017
	132	335	398	460	520	570	621	670	721	772	839	889	939	989	1092
	144	360	427	495	553	607	659	714	768	823	894	946	1001	1055	1165



BELLEVue™ Shades

BelleVue™



- Cascading like a roman shade with versatility of a blind
- Lift or roll-up, dual action lift technology
- Decorative valance-free headrail in 4 sleek finishes: Copper, Brushed Aluminum, Black and White
- 2015 WCMA Judge's Award winner

General Specifications:

- Continuous cord loop, continuous cord loop with SmartRelease™, or motorized options
- Low profile aluminum headrail
- Fabrics come with coordinating ladder tapes

Surcharge Options:

- SmartRelease™: **Coming Soon**

Motorization:

- Motor: \$585 (per shade)
- Remote: \$100 (each)

NEW

BELLEVue™ Shades

CLOSED



1/4 OPEN



1/2 OPEN



OPEN



BelleVue™

PRICE GROUP 1

Suggested Retail

Width

Length

	24	31	36	42	48	54	60	66	72	84	96
36	330	369	480	535	560	625	767	807	868	915	1153
42	350	512	585	645	706	777	804	857	899	1064	1284
48	407	566	633	702	769	842	848	883	945	1127	1360
54	469	607	674	749	828	878	910	943	996	1253	1475
60	513	674	704	820	859	925	938	993	1039	1356	1715
66	535	702	777	853	904	959	985	1033	1082	1518	1772
72	605	755	828	895	943	1006	1026	1077	1159	1605	1887
78	647	789	883	940	1000	1057	1076	1146	1294	1663	1956
90	686	842	925	998	1049	1110	1133	1280	1342	1709	2077
96	725	894	966	1057	1098	1164	1189	1415	1390	1756	2198

PRICE GROUP 2

Suggested Retail

Width

Length

	24	31	36	42	48	54	60	66	72	84	96
36	356	448	507	588	667	743	795	868	936	1006	1239
42	413	506	577	654	760	836	864	922	968	1052	1382
48	444	576	630	718	829	908	945	989	1057	1165	1465
54	499	656	725	809	889	947	978	1052	1095	1248	1589
60	553	725	757	883	925	996	1046	1118	1203	1330	1844
66	588	750	836	919	970	1032	1102	1234	1327	1438	1908
72	638	810	889	963	1019	1085	1205	1346	1444	1579	2032
78	699	852	949	1015	1076	1187	1310	1485	1572	1700	2105
90	756	908	996	1075	1132	1257	1412	1559	1635	1777	2236
96	813	965	1043	1134	1187	1328	1512	1635	1697	1855	2367

NEW

Centerpiece™ Roman Shades

Roman



AeroLite™
Cordless System

Patented AeroLite™ Cordless Lift System enables easy raising and lowering of the shade with ultra- premium cordless control.

Surcharge Options:

- AeroLite™ Cordless: included free upgrade
- Continuous Cord Loop: included free upgrade
- Stainless Steel Chain: \$15
- Blackout Lining: 10%
- Ribbon Banding: 15%
- Soft Fold: 30%
- Day & Night: \$370
- SmartRelease™: **Coming Soon**

Motorization:

- Motor: \$585 (per shade)
- Remote: \$100 (each)

How to price a Motorized Day & Night Roman Shade in 58"x72"?
(Roman fabric from group 1)

Base Price for front (Group 1)	\$957
Day & Night surcharge	\$370
Motorization Surcharge	\$585
	X 2
	\$1,170
Remote	\$100
	\$2,597

Centerpiece™ Roman Shades

PRICE GROUP 1

Suggested Retail

Width

Length

	24	31	36	42	48	54	60	66	72	84	96
36	307	344	447	498	523	583	715	753	810	854	1076
42	326	476	545	602	658	725	749	799	840	993	1198
48	379	527	590	654	717	785	792	824	882	1052	1269
54	437	566	628	698	773	819	849	880	930	1170	1377
60	477	628	656	765	802	863	875	926	969	1266	1602
66	498	654	725	795	843	895	919	964	1009	1417	1654
72	564	704	773	835	880	938	957	1005	1082	1498	1762
78	603	736	824	877	934	986	1004	1069	1207	1553	1826
90	640	785	863	932	979	1036	1057	1195	1253	1596	1940
102	677	834	902	987	1024	1086	1110	1321	1299	1639	2054

Fabric by the yard: \$96 per yard

PRICE GROUP 2

Suggested Retail

Width

Length

	24	31	36	42	48	54	60	66	72	84	96
36	366	459	521	603	685	763	817	891	961	1032	1273
42	423	520	592	671	780	858	887	946	995	1081	1418
48	455	591	646	737	852	932	971	1016	1085	1196	1504
54	512	674	744	831	912	973	1005	1081	1125	1282	1633
60	567	744	777	907	950	1022	1074	1149	1236	1367	1895
66	603	770	858	943	996	1060	1131	1268	1362	1478	1961
72	655	832	912	988	1048	1115	1238	1382	1483	1623	2087
78	718	874	975	1042	1105	1219	1346	1525	1614	1746	2163
90	776	932	1022	1104	1162	1292	1449	1602	1679	1826	2297
102	834	990	1070	1165	1219	1364	1553	1679	1744	1907	2431

Fabric by the yard: \$123 per yard



INDUSTRY'S #1 FAUX WOOD BLIND



- Valance free, clean look, easy install
- Innovative headrail with a built-in light block
- SmartPrivacy™ & safety cord release come standard
- 2015 WCMA Award, Best New Style Concept



Surcharge Options:

- Next day production: \$20 each
- Printed colors: 20%
- Exact Length: \$30 each

General Specifications:

- Slat: 2"
- Standard SmartPrivacy™: Free upgrade
- Cord tilt only (*tilt left and lift right*)
- Engineered trapezoid bottomrail

ETeck™ Faux Wood Blinds

Superior Technology. Easy Installation.

Ships in 72 hours

Suggested Retail

Width

Length

	18	24	28	32	36	42	48	54	60	66	74	78	84	90	96
30	48	58	63	73	84	91	107	118	130	141	150	162	175	196	216
36	53	66	70	81	91	105	118	130	148	163	171	183	197	222	244
42	58	70	73	87	101	117	132	143	163	171	178	191	207	231	253
48	64	76	78	94	109	125	139	150	175	191	210	227	246	274	301
54	69	83	85	104	118	139	142	162	181	201	225	243	262	294	323
60	72	87	98	112	131	145	154	174	190	205	233	258	279	303	334
66	75	97	110	121	141	162	164	189	209	229	242	272	281	315	346
74	83	105	117	133	152	174	179	205	224	246	269	292	315	353	387
78	86	112	127	141	164	190	191	221	242	265	301	323	347	387	425
84	93	117	134	148	175	201	212	234	263	294	323	348	377	414	455
90	101	130	144	161	188	219	229	253	282	317	348	384	422	465	511
96	112	145	156	176	203	240	250	277	305	345	379	426	476	527	577



Traditional Blinds



SmartPrivacy™
No Extra Cost

Essentials Faux Wood Blinds

Ships in 72 hours

Suggested Retail

Width

Length

	18	24	28	32	36	42	48	54	60	66	74	78	84	90	96
30	48	58	63	73	84	91	107	118	130	141	150	162	175	196	216
36	53	66	70	81	91	105	118	130	148	163	171	183	197	222	244
42	58	70	73	87	101	117	132	143	163	171	178	191	207	231	253
48	64	76	78	94	109	125	139	150	175	191	210	227	246	274	301
54	69	83	85	104	118	139	142	162	181	201	225	243	262	294	323
60	72	87	98	112	131	145	154	174	190	205	233	258	279	303	334
66	75	97	110	121	141	162	164	189	209	229	242	272	281	315	346
74	83	105	117	133	152	174	179	205	224	246	269	292	315	353	387
78	86	112	127	141	164	190	191	221	242	265	301	323	347	387	425
84	93	117	134	148	175	201	212	234	263	294	323	348	377	414	455
90	101	130	144	161	188	219	229	253	282	317	348	384	422	465	511
96	112	145	156	176	203	240	250	277	305	345	379	426	476	527	577

Surcharge Options

- Next day production: \$20 each
- Common valance: \$60 each
- Printed colors: 20%
- Exact length: \$30

General Specifications

- Slot: 2", 2 ½"; Free upgrade to 2 ½"
- Standard SmartPrivacy™: Free upgrade
- 3 ¼" Designer Crown valance
- Cord tilt only (*tilt left and lift right*)
- Low profile steel headrail
- Engineered trapezoid bottomrail



Premium Faux Wood Blinds

Suggested Retail

Width

Length		24	28	32	36	42	48	54	60	66	74	78	84	90	96
	30	85	90	111	135	150	176	195	214	233	248	262	277	297	319
	36	104	109	132	150	173	195	212	243	270	280	289	309	317	339
	42	113	116	143	166	192	219	237	270	280	293	311	339	361	385
	48	120	128	154	178	206	227	248	289	315	347	361	373	401	425
	54	135	140	172	195	227	235	268	299	331	373	366	380	409	439
	60	143	150	183	218	241	253	287	314	340	385	401	427	445	470
	66	159	170	202	233	268	272	312	346	379	400	435	460	496	529
	74	173	180	220	252	287	295	340	369	407	447	466	499	556	572
	78	183	189	233	272	314	316	358	394	430	475	502	544	604	674
	84	192	198	243	289	331	346	380	427	478	526	542	577	624	737
	90	208	211	259	302	354	364	409	454	492	537	575	632	655	772
	96	220	221	271	314	373	376	425	476	514	570	590	677	694	801
	102	225	231	274	325	384	394	448	498	554	604	624	715	732	837
	108	243	252	310	345	405	418	481	518	588	636	651	728	831	885
	118	259	263	315	363	423	425	498	543	626	666	681	776	850	905

Note: Price 2-on-1 as two individual blinds. Blinds to the right of the heavy line must be ordered as 2-on-1 headrail.

Surcharge Options:

- Shim: \$2 each
- Common valance: \$60 each (Over 96" will be spliced in middle. For off-center splice, specify on your order.)
- Cut-out: \$75 each
- Printed colors: 20%

General Specifications:

- Slat: 2", 2 1/2"
- Standard SmartPrivacy™: Free upgrade
- 3 1/4" Designer Crown valance
- Cord tilt only
- Low profile steel headrail
- Engineered trapezoid bottomrail





Surcharge Options

- Shim: \$2 each
- Common valance: \$60 each (*Over 96" will be spliced in middle. For off-center splice, please specify.*)
- Cut-out: \$75 each
- Contempo & 4 ½" Crown valance: 10%
- Cloth tapes (*available in routed blinds only*)
 - 1" solid: 15%
 - 1" designer deco: 20%
- SmartRelease™: **Coming Soon**

Euro Wood Blinds

- Decorative valance-free headrail in 4 sleek finishes: Copper, Brushed Aluminum, Black and White
- Innovative built-in light block for added light control & privacy
- Available in all Normandy slat colors with no extra charge

General Specifications

- Slat: 2", 2 ½"; Free upgrade to 2 ½"
- Standard SmartPrivacy™: Free upgrade
- Cord tilt only
- Low profile steel headrail
- 3 ¼" Designer Crown valance

Normandy®

2" & 2½" Premium Wood Blinds

	Suggested Retail														Paint Only	
	Width														108	120
Length	24	28	32	36	42	48	54	60	66	72	78	84	90	96	108	120
	30	130	143	154	181	200	213	240	283	293	303	366	388	412	438	540
	36	149	161	174	203	220	238	278	319	332	343	415	432	458	483	587
	42	162	177	191	223	244	266	309	355	366	387	449	486	517	542	652
	48	178	192	210	243	268	309	342	391	412	433	498	544	582	614	753
	54	192	213	232	264	295	319	374	422	458	484	560	601	644	684	851
	60	214	231	251	285	318	350	412	460	499	529	607	656	702	733	890
	66	232	247	270	305	342	385	449	503	544	580	661	713	787	824	1048
	73	254	263	285	330	370	417	487	549	579	620	706	760	815	855	1058
	78	262	283	311	336	380	427	501	563	596	657	751	814	867	910	1104
	84	281	294	321	360	409	460	528	573	640	709	801	866	928	972	1184
	90	298	307	332	380	432	486	555	605	680	749	843	922	987	1034	1258
	96	311	327	343	391	449	510	586	646	729	799	904	976	1045	1097	1340
	102	327	348	363	412	478	542	624	685	770	847	957	1034	1109	1165	1426
	108	342	360	378	435	501	569	655	720	812	891	1002	1085	1165	1224	1498
	114	357	380	395	458	529	600	690	760	849	939	1058	1143	1226	1287	1574
	120	374	395	412	478	554	631	717	782	894	982	1104	1198	1281	1345	1643

Note: Price 2-on-1 as two individual blinds. Blinds to the right of the heavy line must be ordered as 2-on-1 headrail.



SmartPrivacy™

No Extra Cost

Euro Headrail

Featuring built-in light block



CITYLIGHTS™

1" and 1/2" Micro Aluminum Blinds

Suggested Retail

Suggested Retail							Width									
Length		18	24	28	32	36	42	48	54	60	66	74	78	84	90	96
	30	86	88	111	114	120	139	146	178	189	225	237	238	252	284	298
	36	89	91	112	117	122	142	149	182	191	231	242	243	256	288	302
	42	93	96	114	120	125	144	151	186	194	235	247	248	263	294	310
	48	114	118	120	125	128	148	155	190	200	239	252	255	268	300	317
	54	120	125	127	131	133	175	182	194	205	244	257	261	274	308	324
	60	122	127	130	133	137	178	187	200	209	252	266	268	283	317	332
	66	124	128	131	135	139	181	190	204	213	255	269	273	287	320	338
	74	131	135	137	143	150	191	201	206	214	257	271	275	289	325	341
	78	132	137	142	148	151	195	207	212	223	267	282	286	300	336	351
	84	135	142	146	151	156	202	212	217	229	273	287	293	308	344	362
	90	137	144	149	154	161	206	214	223	235	280	294	299	315	350	370
	96	139	146	150	156	162	208	220	226	238	284	298	305	319	357	438
	102	142	149	154	160	165	212	224	231	243	289	305	311	328	435	447
	108	144	150	155	162	168	214	228	236	247	295	310	317	428	442	456
	114	146	151	159	164	171	220	231	239	252	300	317	390	438	449	461
	120	148	154	162	167	175	223	235	243	256	307	320	396	445	456	468
126	150	156	164	171	179	225	239	247	263	313	357	403	449	463	477	

Note: Price 2-on-1 as two individual blinds. Due to weight limitations, blinds to the right of the heavy line must be ordered as 2-on-1 headrail.

Surcharge Options

- 8 gauge slats: 10%
- Metallic slats: 10%
- Privacy: 10% (Available in 1" slats only)
- Perforated slats: 30%
- Waterproof: 30%
- Micro (1/2"): 50%

General Specifications

- SafeNotch™
- Valance- free decorative steel headrail
(For waterproof option, headrail is made of aluminum.)
- Universal hidden mounting brackets

Slat Options

	6 Gauge	8 Gauge
Regular slats	✓	✓
Metallic slats	✓	✓
Perforated slats	X	✓

- Micro slats are available in 8 gauge only

Palladian Window Shelf



*Normandy® Blind with Palladian Shelf

The Palladian Window Shelf is a decorative support solution designed to be mounted horizontally in an arched or angled window. It works as divider and mounting surface, which can be used with any Norman® blind or shade.

General Specifications:

- Face width: 1 ½"
- Depth: 2" to 4"
- Max length: 96"
- Inside mount only

Features:

- Made in premium hardwood
- Available in a wide range of painted and stain colors to coordinate with Norman® blinds & shades
- Easy to install
- Mounting hardware included

Suggested Retail

Width

24	32	36	42	48	54	60	66	72	78	84	90	96
87	116	130	153	175	196	218	239	262	283	305	327	348



Become a Norman® Certified Dealer or Installer



"Very well presented. After years in the business I still learned things I hadn't seen before." -Steve K.

SESSIONS BEING HOSTED ALL OVER THE U.S.

Become Norman® Certified Or renew your certification status for 2017 In Just **2 Days**

Benefits

- Learn the latest selling strategies to own your market
- Extra savings in Certified Dealer exclusive promos
- Members-only products and special options
- Get 25% off samples
- Special Norman® Bucks bonuses
- Display Norman® Certified logo on website, business cards, and advertising media

"I have sold shutters for 35 years along with all types of custom shades, blinds + drapery. I've never had issues with Norman. I found out a lot of information I couldn't visualize without actually seeing the product. I will take home some really good ideas that will bring more sales."
- Cheryl H.

"Terrific – I'm highly impressed! I've become a believer. I would like to attend installation classes as a further benefit and understanding." -Becky S.

Contact your sales managers for more info!

COMMERCIAL SOLUTIONS



Commercial Pricing & Customized Solutions

Grow your business with us

- Work with a vertically integrated company
- Streamlined business processes for dependability
- Agile supply chain management for scalability
- Special pricing with low minimums

Special pricing for orders as low as 25 units

Featuring

- Faux Wood Blinds
- Wood Blinds
- 1" and 2" Aluminum Blinds
- 1" PVC Room Darkening Blinds
- Vertical Blinds
- Roller Shades

(25 pc. minimum on roller; 100 minimum on Wood Blinds; 50 minimum on other products)

Contact your sales managers for more info!

General Specifications

Size Considerations

Product	Lift System/Product	Width		Length		Max Area
		Min	Max	Min	Max	
Portrait™ Honeycomb Shades	Corded	8 1/2"	96"	10"	144"	60 SQFT
	Corded TDBU	8 1/2"	96"	10"	144"	
	Corded Day & Night	8 1/2"	96"	10"	144"	
	Cordless	11 1/2"	96"	10"	86"	60 SQFT
	Cordless TDBU	15"	96"	10"	86"	
	Cordless Day & Night	15"	96"	10"	86"	
	Motorized Cordless	22"	120"	10"	144"	80 SQFT
	Motorized Cordless TDBU	31"/35" ¹	120"	10"	144"	50 SQFT
	Motorized Day & Night	31"/35" ¹	120"	10"	144"	
	Continuous Cord Loop	15"	120"	10"	144"	80 SQFT
	Continuous Cord Loop TD	24"/30" ²	120"	10"	144"	
	Continuous Cord Loop Day & Night	24"/30" ²	120"	10"	144"	
	SmartFit™	8 1/2"	72" ³	6"	86"	43 SQFT
	SmartFit™ for sloped windows	8 1/2"	59"	6"	120"	48 SQFT
	Decoflex™	10 1/2"	51 15/16"	8"	88"	31.7 SQFT
	Vertical	30"	146"	24"	120"	121 SQFT
	Vertical Day & Night	30"	146"	24"	120"	
PureSafe™ Honeycomb Shades	Cordless	11 1/2"	96"	10"	86"	57 SQFT
	Cordless TDBU	15"	96"	10"	86"	
Soluna™ Roller Shades	Manual Clutch	8"	144"	12"	144"	144 SQFT
	Cordless ⁴	19"	96"	12"	96"	64 SQFT
Centerpiece™ Roman Shades	Cordless ⁵	20"	96"	24"	96"	40 SQFT
	Continuous Cord Loop	12"	42"/96"	24"	96"	28/64 SQFT
	Motorization	20"	96"	24"	102"	68 SQFT
Faux Wood Blinds	ETeck™	8 1/2"	96"	10"	96"	64 SQFT
	Essentials ⁶	8 1/2"	96"	10"	96"	64 SQFT
	Premium	6 1/2"	96"	10"	118"	64 SQFT
Normandy® Wood Blinds ⁷		8"	120"	10"	120"	80 SQFT
CityLights™ Aluminum Blinds		9"	96"	10"	126"	60 SQFT
BelleVue™ Shades		24 1/2"	96"	18"	96"	64 SQFT

¹ Min width for lengths less than 72" is 31". Min width for lengths greater than 72" is 35".

² Min width for lengths less than 72" is 24". Min width for lengths greater than 72" is 30".

³ SmartFit: Max width is 50" for 3/8" single cell all fabrics & 3/8" double cell FR fabrics only.

Max area is 30 sqft for 3/8" single cell all fabrics & 3/8" double cell FR fabric only.

⁴ For select fabrics, max width is 79" and the max length is 96".

⁵ For widths less than 21", the max length is 64".

⁶ For 2" Essentials, max length for 2" printed colors is 90".

⁷ For stained colors, max width is 96".

For all other lift systems not listed here, please refer to the product specifications.

General Specifications

Inside Mount Deductions

	Deduction
Portrait™ : Corded, Corded TDBU, Corded Day & Night, SmartRise™ Cordless, Cordless TDBU, Cordless Day & Night, Continuous Cord Loop, Motorization, Specialty Shapes	Ordered Width – 3/8"
Portrait™ : SmartFit™, SmartFit™ for sloped windows	Ordered Width – 1/4"
Portrait™ : Specialty Shapes	Ordered Width - 3/16" per side
Portrait™ : Vertical, Vertical Day & Night	Width: Ordered Width - 3/16" Length: Ordered Length – 5/8"
PureSafe™ Honeycomb Shades	Ordered Width – 3/8"
Soluna™ Roller Shades	Ordered Width – 1/8" (including bracket)
Centerpiece™ Roman Shades	With valance returns: Ordered Width – 5/8" Without valance returns: Ordered Width – 3/8"
Essentials, Eteck™, Premium Fauxwood Blinds	Ordered Width – 3/8"
Normandy® Wood Blinds	Ordered Width – 3/8"
CityLights™ Aluminum Blinds	Ordered Width – 3/8"
CityLights™ Aluminum Blinds: waterproof	Ordered Width – 1/4"
BelleVue™ Shades	Ordered Width – 3/8"

Mounting Depth Requirements

Portrait Honeycomb Shades	Flush IB				Semi-IB			
	3/8" Single	3/8" Double	3/4" Single	3/4" Double & 1 1/4" Single	3/8" Single	3/8" Double	3/4" Single	3/4" Double & 1 1/4" Single
Corded, Corded TDBU & Corded Day/Night	1 1/16"	1 5/8"	2"	NA	1 1/16"	1 1/4"	1 5/16"	NA
Continuous Cord Loop (including TD & Day/Night)	2 1/4"			NA	1 5/16"			NA
Cordless	2 1/4"			2 11/16"	1 1/2"			1 7/16"
Cordless TDBU & Cordless Day/Night	2 1/4"			2 11/16"	1 5/16"			1 7/16"
SmartFit™ (with mounting plate)	1 1/4"	1 7/16"	1 3/4"	NA	Not available for Semi-IB			NA
SmartFit™ for sloped windows	1 3/16"	NA	NA	NA	1 3/16"	NA	NA	NA
Specialty Shapes	1 3/4"	2 1/8"	2 5/8"	NA	NA	NA	NA	NA
Vertical	NA	NA	3 1/16"	3 1/16" for 1 1/4"	NA	NA	1 1/2"	1 1/2" for 1 1/4"
Motorized Cordless, Motorized Day/Night, Motorized TD (battery wand not attached)	2 1/4"			NA	1 5/16"			NA

	Flush IB	Semi-IB
PureSafe™ Cordless	1 3/4"	1 1/8"
PureSafe™ Cordless TDBU	2 1/4"	1 5/16"
Centerpiece™ Continuous Cord Loop & Cordless	1 3/4"	1 1/4"
Eteck Faux Wood	2 11/16"	1 5/8"
Essentials & Premium Faux Wood: 2" Slats (Laguna valance)	3 9/16"	2 3/16"
Essentials & Premium Faux Wood: 2 1/2" Slats (Laguna valance)	4 1/16"	1 11/16"
Normandy Wood Blinds: 2" Slats	3 9/16"	2 3/16"
Normandy Wood Blinds: 2 1/2" Slats	4 1/16"	1 11/16"
Normandy Wood Blinds: Euro Rail	2 9/16"	1 5/8"
CityLights™ Aluminum	1 1/2"	1 1/4"
CityLights™ Aluminum: Waterproof	1 7/16"	1 1/4"
BelleVue™ Shades	2 7/16"	1 7/16"

For all other lift systems or products not listed here, please refer to the product specifications.

