

SHIFT TO MESH

A shift is underway from clear PVC blinds to woven mesh, although each commands a share of the market in Australia, according to Nolan UDA national marketing manager Scott Gilbertson. "Clear PVC is perfect for an area subject to lots of wind and rain because it offers complete weather protection," he says. "It provides exceptional clarity and is suitable for a restaurant or a nice domestic home where you want a clear aspect."

In contrast, mesh is breathable for greater comfort on a summer day. "Mesh reduces glare; it's not completely waterproof but generally speaking, still fairly good," Gilbertson says.

Gilbertson suggests dual track systems, with both clear PVC and mesh options, are 'the best of both worlds' suitable in any climate and particularly useful in locations with temperature extremes.

Nolan UDA markets the Horizon woven mesh brand as well as Achilles, a clear PVC from Japan.

Gilbertson also notes consumers, architects and designers are increasingly aware of environmental issues and suggests they are becoming more important in the decision making process. "Solar control fabrics are becoming the norm in many areas," he says. "These fabrics can lead to improved air conditioning efficiencies and less electricity consumption."

And he anticipates the outdoor blind market will continue its strong growth boosted by the popularity of lifestyle television shows that remind consumers about the possibilities. "People's outdoor areas are increasingly becoming an extension of their home," he says. "I expect this sector to go from strength to strength over the next five to 10 years."



NOLAN UDA