

Rowley Company Trademarks New Shade Components

Gastonia, NC – January 17, 2011 – In December 2012, the American National Standards Institute (ANSI) updated the safety standards for corded window covering products. Rowley Company has responded with the development of a number of shade components designed to meet the revised standards. These components, all independently tested and approved, will be sold under the Sure-Shade™ brand.



Sure-Shade components include lift band material, encased lift cord shroud tape/tube and support rings for shade ribs. When attached to the back of the shade as part of the lift system, these components eliminate the use of uncovered cords that present a choking hazard.

The most innovative product being introduced is the Sure-Shade Universal Drive Tension Device. Cord or bead chain loops meant to raise and lower the shade are run through the tension device, which is then attached to the wall or window frame. Large, loose control cord loops typically seen on window shade treatments can now be brought under reliable control to enhance product safety.

“Our goal is to respond to changes in the industry, and I’m proud to say our Research and Development team acted quickly to address the updated ANSI requirements,” said William J. Taylor, Chief Executive Officer. “Since education is also part of our mission, we want to make sure our customers are aware of new standards and have the products at hand to meet them.”

About Rowley

Rowley Company is a leading manufacturer and international distributor of home décor products that incorporate value-added services and solutions designed for our professional trade and retail partners. Since 1962, Rowley has been helping support drapery and upholstery workrooms, installers and designers by providing the tools and supplies that they need to successfully grow their businesses. Our vast portfolio offers over 15,000 products available for same day delivery and are used worldwide in window covering design, fabrication and installation, quilting and upholstery.

To learn more, visit www.RowleyCompany.com.

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