

ISSUE
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OnTrack

your insight into all things **yewdale**

FEATURED IN THIS ISSUE..

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The handy accompaniment to our overhead blinds! Page 3
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Our brochures are available in PDF form! Page 7



01 Looking forward...

Ah, the Great British summer time, the jewel in the shading industry's year and the busiest season for all. It always feels as though the rest of the country closes down and heads off for their summer holidays whilst we find ourselves working tirelessly alongside our customers. If you're not taking time off, we're not either! That's why we recommend placing your orders through our online ordering portal. Not only does your order get processed faster, you'll also save 3% right away. Order online, save time and money and use it to make hay while the sun shines, as they say.

02 45mm Barrel Adapters

We're excited to announce that 45mm barrel adapters are now available to order, making it possible to use our motors in 45mm barrels. This gives you more opportunities to specify electric blinds with 45mm barrels, providing you and your clients with more options for easy-to-use blinds in larger installations.



03 Child Safety Fitting Guides



In the pursuit of absolute safety, trust and clarity for all our customers, Yewdale has updated the fitting instructions for all cord and chain operated blinds. The recent changes concern only the installation of the child safety devices, something we're certain all our customers are more than capable of completing. However, we believe it is best to provide as much guidance as possible on these matters given the gravity of what is at stake. So, the next time you pick up a new fitting guide, please take a minute or so to check out the new information!

04 New Eden Blackout White Back Fabric



As standard, the Eden Blackout fabric has a colour-matching back, meaning it is the same colour both front and back. This is ideal for those colourful projects where vibrancy is key, however we also now offer a white back option across 10 of our blackout fabric colours.

We find that this option is particularly popular for installations in University accommodation buildings, high rise offices and flats, where it's important to maintain continuity on the exterior of the building but internally each room may want a different colour. The heat transmittance is greatly improved too due to the plain white backing keeping the sun's rays from entering the room.

Speak with your Business Development Manager today to discover exactly how well YewdaleDefiant® Eden Blackout White Back can deliver on your project.

05 SkyShelf Launched

Yewdale's has introduced their simple and easy solution for installing overhead blinds in un-square recesses! The YewdaleDefiant® SkyShelf fits into a recess and provides a platform that allows the overhead blind to be adjusted so it is perfectly square.

Fitting overhead blinds directly to the walls of an un-square recess causes creasing in the fabric and unnecessary strain on components within the blind, ultimately compromising the blind's efficiency and potentially damaging it. Needless to say, this makes it look like an unprofessional installation, at no fault to the installer.

The SkyShelf is a set of aluminium, white powder-coated shelves that allow the blind to be installed above or below, depending on the requirements of the project.

Get in touch today to see how this highly recommended optional extra to the C56T and C57T can transform your overhead blind installation.



06 Spring into Action

Check out our new braked springs available for wholesale! We've grown our selection of blinds to ensure the correct spring is used to comfortably operate within set blind sizes.

We understand that a one-size-fits-all approach to springs can result in inconsistencies in operation, and so using bespoke springs that are geared for thin but long blinds, or long and heavy blinds or lighter, smaller blinds, you can be assured you'll be using the most capable spring for the job. These springs are specifically built to suit blinds within a range of sizes, from widths ranging from 600mm to 1800mm and drops of 600mm to 2150mm. Speak with your Business Development Manager for more information.



07 Say Hello To Stephanie

In the second quarter we welcomed Stephanie, Yewdale's Sales Account Manager for Scotland! She's out and about in Scotland and the North of England meeting customers to see how Yewdale can support their businesses and assist in projects. If you're in Stephanie's area, the chances are you've already had a chance to say hello to her, but if you haven't met her yet, give her a call – she's always happy to see how Yewdale can help!

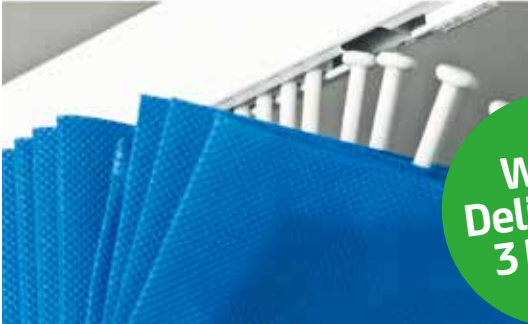


08 Express Service Delivers Fast

YewdaleHarrier® cubicle and shower curtains are used in hospitals all across Britain. They provide dignity and privacy to hundreds of patients every day, bearing witness to the fantastic work of medical teams working tirelessly to help people.

It's seeing this hard work and dedication that pushes us to do our part to support those teams. One of the most avoidable issues a hospital can face is slow delivery times, which causes shortages and poor patient experience.

Removing this issue, Yewdale's Express 3 Service reacts so quickly it makes deliveries within three hours of them being placed. Contact your Business Development Manager to discuss how we can turn those lead times on their heads and make it a matter of hours instead of days for these vital hospital ward items.



**WOW!
Delivery in
3 hours!**

09 Healthy Eating Week

Details of Yewdale's team lunches, ice cream treats and barbecues cooked by our directors frequent these pages in nearly every edition of OnTrack – we're certainly no strangers to a slap-up meal! But for one week in June we took a slightly different approach to our foodie celebrations.

It was Healthy Eating Week and we began with a talk from a nutritionist on the relationship between food and mood. Who knew that a can of energy drink was equal to six shots of espresso – now that's enough to give anyone wings!

Armed with this knowledge we increased our intake of fruit and veg and participated in the Great Yewdale Cook Off! We each chose a recipe to cook at home, stocked up on extra veg from our weekly workplace-fruit delivery and set about creating our tasty and healthy dishes. Plenty of staff took part but there could only be one overall winner!

Congratulations to Senior Production Operative Thorn for winning 1st place. Thorn won a fruit and veg delivery for eight weeks from a local produce supplier, and our two runners up, Greg and Csilla won two weeks of deliveries.



10 Two Metre Thames

We love to offer our customers great value and ease of use, as well as update our existing ranges to keep them current and popular, which is exactly what we have done with our YewdaleDefiant® Thames fabric! We've moved to make sure Thames fabric will only be available in 2000mm over the coming months. The full colour range will remain as will all of the features our customers love, but it won't be available in the 2300mm width.





We've worked with Yewdale for four years now, and the support you receive from day one is second to none

John T Janos of AdamsBlinds

11 Case Study

AdamsBlinds Office Overhead Blinds

John T Janos of AdamsBlinds knows all about the benefits of quality. He has worked to build his business to become renowned for using premium made-to-measure blinds fitted immaculately, so it's no wonder they've been Yewdale customers for four years. Another key element to John's business is his ability to say it as it is, as we found out interviewing him for this case study.

'You're a bit pricey,' says John as his opening sentence for the interview. 'But it's the quality that is worth it, and the customers love it.'

Indeed, Yewdale may have a reputation as a premium brand, but John also recognises the difference between blinds that surpass the customer's expectations for many years to come and products that simply fulfil a task temporarily. An example of this is the recent installation of five YewdaleDefiant® C56T overhead blinds in a Central London office building by AdamsBlinds.

'The customer approached us as they needed shading for the five large overhead windows in their office,' explains John. As a result, John specified the YewdaleDefiant® C56T, the crank operated overhead blind.

'As it's a crank operated blind it is easier for the customer to leave the blind with the fabric drawn instead of winding them open and closed throughout the day, so we needed to make sure the fabric didn't block out all of the light as it was quite a key feature in the office,' said John.

To ensure there would be less of a need to open and close the blinds, John chose Screen Vision 5% fabric in pearl to maintain natural light levels but prevent glare and direct beams of light.

Although there are other overhead blinds on the market, John chose the C56T from Yewdale because he had confidence in the product and the service he'd receive.

'I have to make sure the blinds are good and we have to have confidence in the blind. The support from Yewdale is great, which is a main thing for me,' said John. 'When you have a team of fitters on site you need things to run like clockwork to get the blinds up on time without issues otherwise you can hold the whole project up.'

Although Yewdale recently launched the SkyShelf to assist the installation of overhead blinds in un-square recesses, John purchased the blinds for his project before the SkyShelf was released. He found that one of the recesses was in fact not square and had to work hard to install the blind without causing it excess tension or stress, which is no easy feat. A testament to the skill and knowledge of John and his team's abilities, they succeeded, although John has some advice for any installers faced with an overhead blind installation in a recess.

'Make sure the blind is square in a recess,' advises John. 'Even if it looks fine, check it, or use a SkyShelf to save you the struggle!'

The project ended and the customer was happy with the results, the overhead blinds were an effective and stylish addition to the office and the staff were saved from excessive glare. John and his team were also happy, with another project under their belt and a greater affirmation of the service they can expect to receive from Yewdale.

'We've worked with Yewdale for four years now, and the support you receive from day one is second to none,' says John. 'Even if you're a small company, you're still treated properly and helped to grow with Yewdale.'

Would you like to feature in a Yewdale case study?

Send your images and a brief outline of the project to marketing@yewdale.co.uk and we'll be in touch!

12 Anti-Ligature Products Closer to Standardisation

At the Design in Mental Health Conference, Phillip Ross, Board Member and Director of the Design in Mental Health Network (DIMHN), took to the stage to announce the latest steps towards a standardised, industry-wide testing regime for anti-ligature products.

'We're not trying to have all risk eliminated,' explained Ross. 'It's about giving a platform for assessing and clearly identifying what risk reduction is achievable, what risk remains and how that can be picked up by clinical management procedures.'

It was the standardised testing methods that really caught our attention. During his speech Ross showed the audience several products being tested in a similar fashion – a person hitting a door with a sledgehammer. The variations in results across the board could be huge simply because of the person's technique, weight, height, age and determination.

The research that went into how to test products was extensive, with Ross and his team even measuring Olympic and sports champions to gather results for out-of-the-ordinary levels of strength.

'For the robustness aspect, we had to consider super human strength when people's pain receptors are not as responsive due to psychosis or just simply strong medication,' Ross explained.

Yewdale's anti-ligature expert, Greg, also attended the conference, having closely followed the guideline's progress since the workshops in the summer of 2018. 'It's so encouraging to see the progress being made towards a standardised testing regime,' said Greg after the conference. 'We're immensely proud of the YewdaleKestrel® anti-ligature products we provide, and are always looking to keep moving forward. We welcome innovation and advancement within the industry because after all, these matters are literally the difference between life and death.'

The draft test guidance was released on the 13th of June.

13 National Ice cream day



We love it when a plan comes together! The whole Yewdale team celebrated National Vanilla Ice Cream Day with an Ice Cream Cab in the middle of a heatwave in July... a combination that seems almost too good to be true! We had a great time tucking into delicious flavours of Ice Cream, as you can see from the pictures!



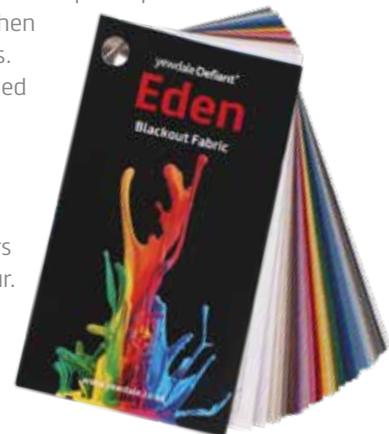
14 The Many Forms of Eden



As you are well aware by now, YewdaleDefiant® Eden blind fabric was launched earlier this year to much fanfare. But what you may not be so aware of is how adaptable and versatile it really is.

The Daylight and Blackout fabric options match in 30 colours which opens up a world of diversity when

specifying Eden fabrics in projects. For example, some rooms may need total blackout whilst others only need a lowering of direct exterior light levels. Eden saves you from struggling across multiple fabric ranges and perhaps even suppliers to find fabrics that match in colour. Get in touch today to find out how YewdaleDefiant® Eden is the colourful, affordable and capable solution for your project.





15 Barbecue-dale

Ok, this quarter may have seen us participating in Healthy Eating Week (p.4) but we couldn't resist a barbecue in the sun, cooked by the directors. Yewdale barbecue lunches are becoming a bit of a tradition round here and long may they continue! The food was delicious and the sun came out too, so it was grins all round, as you can see from these pictures!

16 Roe Fabric Roller Width Variety

The popular YewdaleDefiant® Roe screen fabric will soon be available in a 3000mm width, making it easier for our customers to specify Roe fabric for their bigger projects without the need for seams. The new width will cover the same number of colours already using the 1830mm width which are white, light grey, mid grey and dark grey. Stay tuned for more information coming mid-August!



Coming Soon



17 Product Update

For cassette blinds with side channels, Yewdale has made a subtle-yet-essential update. The cassette end plates will now include a lug which neatly secures the headbox to the side channels. The key benefit of this is that the blind maintains its shape better. The added benefit of the end plate lugs is that it makes the blinds easier to

manoeuvre (without the fabric fitted), particularly for overhead blinds being put in place on a SkyShelf.

Cassette end plates without lugs are still available for installations that don't require side channels so be sure to specify when you come to order components.

18 Product Brochure PDFs online now!

In this day and age of fast information and a focus on reducing paper usage, our PDF brochures are just the ticket! We no longer stock physical copies of our YewdaleDefiant®, YewdaleHarrier®, YewdaleMovatrack® and YewdaleVitesse® product brochures, instead offering PDF versions instead. The benefits of using this are plenty: have access to our product range and information anywhere at your fingertips, have confidence that the information in our PDF versions is the absolute latest and share them with customers at no extra cost to you – just attach it to an email!

Head over to our Downloads page to download your copy: www.yewdale.com/downloads



C56T & C57T OVERHEAD BLINDS

Functional and stylish blinds made to cover large, overhead windows. Operated by crank or remote control, the C56T and the C57T redefines the potential applications of an overhead blind.

Available
with
SkyShelf!

YewdaleDefiant[®] SkyShelf

