



ALTA
WINDOW FASHIONS
design simplified

ROLLER
SHADES



design simplified™

The cool, crisp look of a roller shade is a designer favorite. Sublime efficiency and tailored elegance explain its longevity in the world of windows, making it the must-have for 21st century style.

Let's go window shopping.

ROLLER SHADES

by Alta



Roller Shades with Motorization, Fascia and Heat-Sealed Hem Bar
5% SHEERWEAVE 2390 | Charcoal/Gray RS11.02

A TALE OF TEXTILES

Fabric is everything. And we have hundreds to choose from. Elegant and classic neutrals, trending global textures, cost-efficient or energy-efficient high-performance screens... all in colors that captivate.



one room facing two directions?

Shop our collection of best-selling styles in both light-filtering and blackout opacities.



Scan this code to watch how Roller Shades may work for you.



Roller Shades with Motorization, Deluxe Valance and Fabric-Wrapped Bottomrail
SORRENTO | Stucco RF35 003



Roller Shades with TouchLift Cordless, Deluxe Valance and Deluxe Bottomrail
5% M SCREEN DECO | Parchment R61 06



IT IS WELL WITH MY SOUL



SCREENING SERVICE

A little or a lot of view is up to you. With four opacity options, screen fabrics let you see the outside while still reducing glare and harmful UV rays. The result? Soft, diffused light that is sheer perfection.

standing the test of time

Many of our screen fabrics are woven from yarns with a fiberglass core. Lightweight yet strong, these durable fabrics won't stretch, shrink or twist, whatever the temperature. So you can keep enjoying your view day after day, year after year.



THE TECH TOUCH

With just a fingertip touch, our motorized systems can lift and lower your shades. From affordable PowerWand™ and rechargeable battery-operated, to hard-wired or app controlled, our versatile options are super smart and awaiting your next instruction. The future is cordless.



Alta Advantage SAFETY

When it comes to safety, we take our role seriously, beyond design and operation to awareness and education. We proudly carry the “Best for Kids” designation. Why? Tough independent laboratory testing proves it.





Roller Shades with TouchLift Cordless, Square Cassette and Flat Deco Bottomrail
CARRARA BLACKOUT | White RB4 01



Roller Shades with Clutch Operated Control, Deluxe Valance and Deluxe Bottomrail
CLAUDIO | Ash RD7 06



ONE-OF-A-KIND. EVERY TIME.

No, seriously. Each shade is made just for you. Between our boundless top treatments, mounting options, and bottomrail design details, your unique style is celebrated for the star that you are.



fair and square

Fabric-wrapped and squared, this top treatment makes a sleek statement.

FABRICS: THE ESSENTIALS

The choices are as varied as night and day.



DECORATIVE

- Nubby linens, canvas and exotic grass-like weaves disperse light with style.
- Dynamic design with classic functionality.



BLACKOUT

- Perfect for media rooms, photography studios and bedrooms.
- Help keep inside temperatures—and utility costs—where you want them.
- An outside mount is best for maximum light blocking.



SCREEN

- Retain your view—even when down—of things you want to see.
- Reduce glare, filter harmful UV and still get soft, diffused incoming light.



VINYL

- Feature the ultimate in privacy, light blocking and value.
- Care-free maintenance; a little soap and water and call it a day.

SCREEN SAVERS

Why are screen fabrics so popular? Probably because they are the most hardworking and diverse material around. High-style textures to high-performance weaves include four opacity options, hundreds of hues, and prices that range within reach. And, like you, they are solution-oriented.

Roller Shades with TouchLift Cordless, Delue Valance and Heat-Sealed Bottom Bar
3% SHEERWEAVE 2410 | Charcoal/Alpaca R06 09



Exclusive to SheerWeave® fabrics, Microban antimicrobial protection actively suppresses the growth of bacteria, mold and mildew for the life of the shade.



Many of our fabrics are GREENGUARD Certified, meaning they have been tested to ensure that their chemical and particle emissions meet acceptable indoor air quality pollution guidelines and standards.

Refer to the sample decks for availability.

SCREEN OPACITY AND PRIVACY

More view? 10% screen. Minimal view? 1% screen. And a couple of choices in between.



consider color

Choose a dark color for dramatic contrast, crisp view and reduced glare on brightly lit windows. A light color choice deflects heat and light, which increases energy efficiency, but softens the view.



privacy, please

Even the most densely woven screen fabrics will not provide 100% privacy at night with interior lights on. If privacy matters, step away from the screens...

CONTROL OPTIONS

MOTORIZATION



Control all your motorized Roller Shades in one room. Choose from a variety of motorized systems to raise or lower shades with a simple tap on the remote. Or use an app on your mobile device.

POWERWAND™



The wand and pendant PowerWand™ lifts and lowers shades with the touch of a button. PowerWand is affordable, rechargeable and worry-free (no lost remotes!)

CORDLESS



Smooth, reliable operation with no chain or tensioner; ideal in homes with children and pets.

CLUTCH OPERATED CONTROL



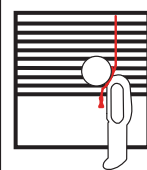
Raise shades with ease and convenience. The beaded chain loop remains the same length no matter where you position the shade. The specially designed tensioner eliminates dangling chain for enhanced child safety. Refer to Design Enhancements Book for beaded chain options.



TOUCLIFT CORDLESS
No top treatment



WARNING/ADVERTENCIA



Window Blind Cord Can **STRANGLE** Your Child. To prevent strangulation, purchase cordless products or products with inaccessible cords.

La cuerda ciega de la ventana puede **ESTRANGULAR** su niño. Para evitar el estrangulamiento, compre alternativas inalámbricas o productos con cables inaccesibles.

All shades with chains include a non-removable warning label located on the back of the bottomrail.

Roller Shades with Motorization, Curved Cassette and Fabric-Wrapped Bottomrail
5% M SCREEN DECO | River Rock R61 02



High tech, low stress

We embrace innovation. Our convenient automation options allow you to operate your shades with a handheld remote or your smart device. You can program your shades to adjust automatically via our app. Our shades can even be paired with today's intelligent home systems, so you can keep *everything* under control.

MOUNTING OPTIONS

INSIDE MOUNT FLUSH



INSIDE MOUNT SEMI-FLUSH



OUTSIDE MOUNT



ROLL DIRECTION OPTIONS

STANDARD ROLL



Comes standard and has no top or valance treatment. Reduces light gaps as it rolls close to the glass.

REVERSE ROLL



Shade rolls in a reverse direction away from the glass to conceal roll and roller mechanism.

Roller Shades with Clutch Operated Control, Fascia and Fabric-Wrapped Bottomrail
BRILLIANCE BLACKOUT | Steel RB6 06



TOP TREATMENTS

Refer to the Design Enhancements book to view the five cassette and fascia finish colors.

SQUARE CASSETTE



Square cassette hides the roller mechanism and is available in a fabric-wrapped or non-wrapped option.

CURVED CASSETTE



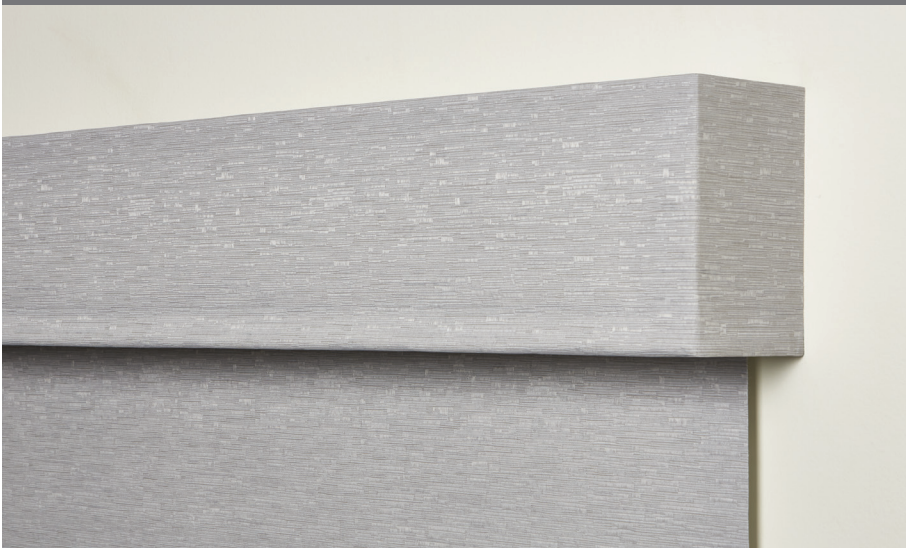
Curved cassette hides the roller mechanism and is available with or without a matching fabric insert. Choice of three sizes.

FASCIA



The fascia features a flat, painted profile for a clean look. Available in 3" and 4" sizes.

FABRIC VALANCE



Clean sweep of fabric beautifully conceals the roller mechanism. Valance can also be used as a top treatment over other window coverings.

DELUXE VALANCE



Matching fabric slides through grooves on this valance to yield a streamlined, coordinated look.

POCKET HEADRAIL



This aluminum pocket headrail conceals and protects the shade mechanism. Available in White or Anodized.

BOTTOMRAILS

Refer to the Design Enhancements book for bottomrail finish colors.



Standard on most patterns

heat-sealed hem bar

fabric-wrapped

flat deco

deluxe

Note: Not all fabrics available with all rails.



Roller Shades with Motorization, Curved Cassette and Deluxe Bottomrail
SUNSCREEN 7000 | Onyx R11 03

OTHER OPTIONS

SIDE AND BOTTOM CHANNELS



Aluminum channels prevent light leaks around the edges and bottoms of shades, and also help insulate when paired with blackout material. Available in White or Anodized.

DUAL MOUNT



Two shades in one. To achieve greater light control, mount your choice of two separate shades on one application.

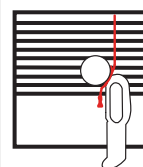
EXTERIOR SHADES



Keep that gorgeous view, but block that intense heat. Our exterior shades are mildew-resistant, corrosion-resistant, even flame-retardant. They stand up to Mother Nature, making them a perfect choice for south- and west-facing windows.



WARNING/ADVERTENCIA



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La cuerda ciega de la ventana puede **ESTRANGULAR** su niño. Para evitar el estrangulamiento, compre alternativas inalámbricas o productos con cables inaccesibles.

All shades with chains include a non-removable warning label located on the back of the bottomrail.

IN PLANE VIEW

When you need to go in a different direction, our Panel Track Shades glide just like your sliding glass door, from side to side and back again.

WHY PANEL TRACK WORKS

Your interior design will be seamless with panel track fabrics and colors coordinated to our horizontal lift shades. Even size is no issue... widths and heights are as customizable as your morning cappuccino.



Panel Track Shade with Wand Draw and Heat-Sealed Hem Bar
MONTERO | Java Coast RF42 01

CONTROL OPTIONS



Open and close panels using a single, stationary wand. A safe and convenient option.



Open and close panels using a looped cord that mounts to the wall or inside the sill. Tensioner secures dangling cords.

<p>! WARNING ! ADVERTENCIA</p>	
	<p>Window Blind Cord Can STRANGLE Your Child. To prevent strangulation, purchase cordless products or products with inaccessible cords.</p> <p>La cuerda ciega de la ventana puede ESTRANGULAR su niño. Para evitar el estrangulamiento, compre alternativas inalámbricas o productos con cables inaccesibles.</p>

All shades with cords include a non-removable warning label.

TOP TREATMENTS



White track system is standard on all panel track shades; a valance is not included.



Order as a stand-alone valance to conceal the track mechanism and enhance the panel track appearance.



Matching fabric slides through grooves to yield a streamlined, coordinated look.

BOTTOMRAILS Refer to the Design Enhancements book for color options.



Standard on most patterns



fabric-wrapped

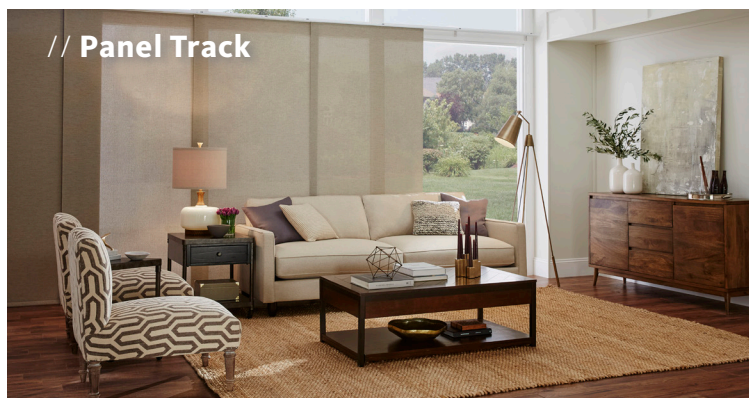


flat deco



deluxe

ROLLER SHADES *by Alta*



	ROLLER	PANEL TRACK
CONTROL AND DESIGN OPTIONS		
Clutch Operated Control	✓	
Continuous Loop Control		✓
Cordless	✓	
Wand Draw		✓
Spring Assist Clutch Control	✓	
Motorization	✓	
PowerWand™	✓	
Hard-Wired Motorization	✓	
Two-on-One	✓*	
Dual Mount	✓	
Fabric-Wrapped Bottomrail	✓	✓
Heat-Sealed Hem Bar	✓	✓
Deluxe Bottomrail	✓	✓
Flat Deco Bottomrail	✓	✓
Cable Guide System with Aluminum Bottom Bar	Exterior Shades	
Side and Bottom Channels	✓	
VALANCES AND HEADRAILS		
Square Cassette	✓	
Curved Cassette – Three Sizes	✓	
Fascia – Two Sizes	✓	
Deluxe Valance	✓	✓
Fabric Valance	✓	✓
Pocket Headrail	✓	

Child safety is serious business, which is why we use warning tags, labels, and other methods to communicate the potential hazards of corded window coverings. The warning shown here communicates the important message about cords being a potential strangulation hazard and suggest choosing cordless alternatives or products with inaccessible cords.

* Curved Cassette & Skyline Fascias



Scan this code to see a digital version of the most current options matrix.

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AND DID WE MENTION?

Alta stands by our products with a Limited Lifetime Warranty.



Roller Shades with Motorization, Square Cassette and Flat Deco Bottomrail
SHEERWEAVE 7250R | Oyster P7250R RL2



Midwest
Designer
Supply

www.midwestdesignersupply.com

888-523-2611
262-524-1007 (fax)

design simplified™

www.altawindowfashions.com

On the cover:

Roller Shades with Motorization, Deluxe Valance and Fabric-Wrapped Bottomrail

5% SHEERWEAVE 2390 | Oyster/Beige RS1 101