



COULISSE  
since 1992







## BE INSPIRED

Discover the inspiring world of Coulisse. A world of beautiful window covering products, offering endless possibilities to create comfortable, healthy and meaningful spaces. A world that embodies a source of knowhow, solutions and concepts to help you boost your performance in window coverings.



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Since its establishment in 1992, Coulisse has created inspiring window coverings based on the vision that window coverings are not mere functional products. They are an expression of style, taste and individuality, that contributes to safety, well-being and convenience in home or office. With a seamless concept of fast-forward collections, aesthetic systems and automation, Coulisse offers unrivalled possibilities to create the perfect window covering for any space.

[coulisse.com](http://coulisse.com)



CONCEPT AND DESIGN Coulisse

Misprints and errors excepted.



Stan Bergenhenegouwen is Managing Director DIY at Coulisse. He joined the team in 2017 and his extensive commercial experience in marketing, strategy, product management and sales has proven crucial in taking the Coulisse DIY business to the next level.



Stan Bergenhenegouwen

## WELCOME TO A WORLD OF WINDOW COVERINGS

We are proud to present you with the first Coulisse window coverings journal for the retail market. In this journal, we will share with you the vision behind the development of our product longtail, which was designed to enable our customers to create the ultimate offering for their markets. Apart from standard to made-to-measure products, it includes unique window covering retail concepts, including a dropshipment collection.

We also give you an insight in our trend- and data-driven approach, supply chain and marketing services and why we believe they are crucial to a better performance in window coverings for our customers, both on and offline.

It is our mission to help our customers excel in window coverings. Today, this requires much more than simply delivering a good product at a good price. Global themes like sustainability, social responsibility, well-being, smart technology and the online world challenge both us and our customers to do better, and to work more closely together. That is why, we stand next to our customers as their expert partner and our product design is aimed at responsibly creating meaningful products and solutions for today and tomorrow.

The core values innovation, creativity, beauty and long-term relationships have always been part of the DNA of our family-owned company, and they will continue to define it. Combined with our unique approach and offering, they will allow us to bring a unique added value.

We look forward to standing side by side with you to boost your performance, working together to inspire the world with the beauty and relevance of window coverings.







## COULISSE AS YOUR EXPERT PARTNER

We have over two decades of experience in the development, marketing and supply of window coverings for the retail market. Based on this knowhow, we proactively support our customers in boosting their performance in window coverings. For doing so, we work in close cooperation with our customers in which we structurally share information, knowledge and ideas. Supported by our multidisciplinary team of dedicated online & offline marketers, data analysts, collection-conceptors and logistics experts, together we define the best roadmap for success. The result: the right offering for the market of our customers: the right products, the right marketing, the right distribution at all times. By structural monitoring and evaluating, we aim at continuously improving results.



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## IN-HOUSE PRODUCT DEVELOPMENT

Coulisse products are designed in-house, based on a design philosophy in which beauty and function seamlessly come together. The range includes nine product groups, including roller blinds, Venetian blinds and pleated blinds. Collections are designed in our own Design Studio. Systems and automation

are designed by our experienced team of dedicated engineers. Our product longtail ranges from basic step-in to made-to-measure products. As a result, we offer endless possibilities to create the perfect offering for any market and even create custom-made blind systems.





A photograph of a modern living room. In the foreground, a white leather sofa is partially visible. To its right, a black floor lamp with a glass globe stands on a light-colored wooden floor. In the background, a white wall features a bicycle leaning against it. A large white text box is overlaid on the center of the image, containing the title and a paragraph of text.

## CHANGE OF ATTITUDE

Our world is changing, and we must change with it. Now more than ever, it is important to be aware of the effect we have on our surroundings. Brands have to invest in smart technologies that help make life easier for their customers, while also keeping in mind their ecological footprint. It is all about creating innovative, sustainable products while using fewer resources. At Coulisse, we use our decades of experience to help our customers take a stand and lead the change. Together, we can make the world a better, more beautiful and more comfortable place.



Renault

14



Balmain



Uber Air



# SMART WORLD

Smart technology is at the heart of modern society. We navigate the world around us through a range of intelligent devices designed to make our daily lives easier. Between smartphones, intelligent voice-controlled home applications and virtual or augmented reality, everyday life is laced with a wide range of digital comforts consumers have come to take for granted. Our innovative solutions help brands live up to those expectations.





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## REDUCE & REUSE

Plastic pollution concerns us all, on a number of different levels. Not only does disposable plastic wreak havoc on our environment, but its manufacturing process puts incredible strain on the planet's finite natural resources. Fortunately, companies are increasingly aware of their responsibility to design and manufacture sustainable products. Many have also adopted change on a strategic level by promoting circularity: reducing waste by reusing elements in other products.



Muji

18



Aesop



Nendo



Netflix



Netflix



# THE JOY OF LESS

Life can be hectic, and it's easy to lose touch with what really matters. When we're being barraged by a steady stream of online and offline stimuli every day, is it any wonder we experience sensory overload? It is high time to go back to basics. Our natural materials help consumers feel grounded. Clean design offers a touch of serenity, creating a space they can retreat to whenever their busy lives threaten to overwhelm their senses.



Samsung



Somnox



MVRDV





# WELL BEING

Modern technology allows us to be more productive than ever, but it also comes at a price. We are 'on' 24/7 and constantly racing through life, feeling mentally and physically exhausted. Fortunately, companies are more and more taking steps to safeguard their staff's mental and physical health. Our minimalist designs contribute to a calm and open workplace and home environment, which helps us find balance, peace and calm. And when it comes to the bottom line, that makes all the difference. After all, home is a place to recharge and companies that make employee well-being a priority see increased productivity and commercial results.



Gucci

22



Nike



Apple



Adidas

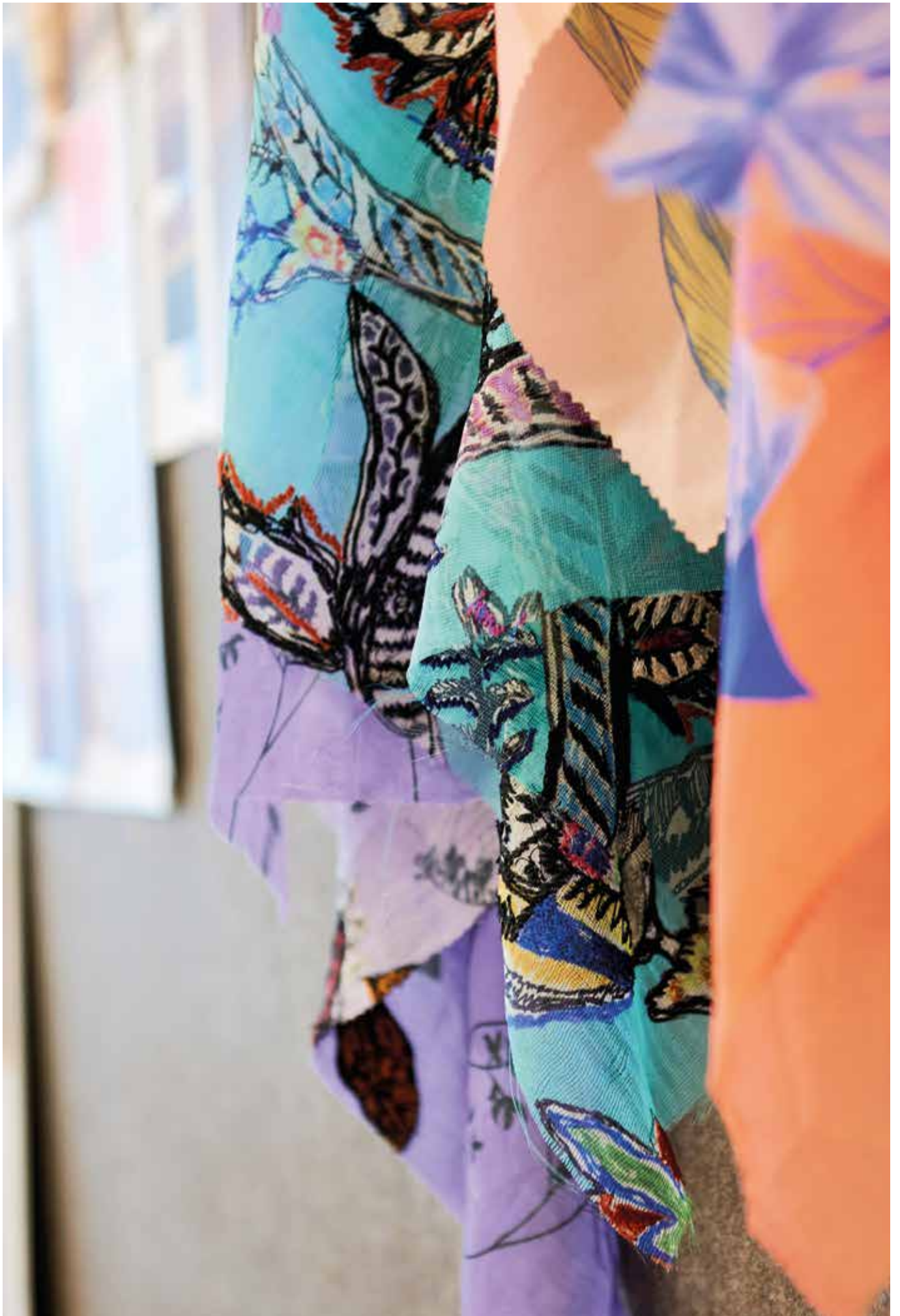


Miele



# CREATIVITY

Consumers these days are spoiled for choice. That means companies will have to go the extra mile to stand out from the crowd. Be creative. Be innovative. Be inspiring. Dare to think outside the box and take a stand for what you believe in. Doing so will not only help you get ahead of your competitors, but will also let you attract a following of loyal customers who will act as your brand ambassadors across different platforms.





Catharina Idema, Creative Director at Coulisse, has a background in design and specializes in textiles, concepting and branding. As such, she oversees the development of new collections and the Coulisse visual identity, as well as marketing, design and communications.



Catharina Idema

## COULISSE AND THE WORLD

At Coulisse, we are inspired daily by beauty in its greatest form. It is part of who we are. We are touched by the exquisite fashion collections from the catwalks, outstanding interior design, innovative architecture, talented artists and photographers. Nature, and all the beautiful colors and textures Mother Earth has to offer us, remain an endless and rich source of inspiration to us for creating our collections. The collection of antique textile books from Italy that we keep at our design studio in the Netherlands are a precious treasure of timeless elegance that never ceases to inspire us.

With our appreciation for beauty and the desire to create it has come the acute awareness that this beauty can only exist unless if it is born from a sense of responsibility. We cannot ignore that there is an excess of trash in the world and that it is littered with plastic. We cannot simply continue to produce without thinking about the impact it has on this world. It is our responsibility to act now. That is why, sustainability is the lead principle in the development of our new collections.

But we do more than that. Rather than simply introducing new collections, we have put in place a critical decision-making

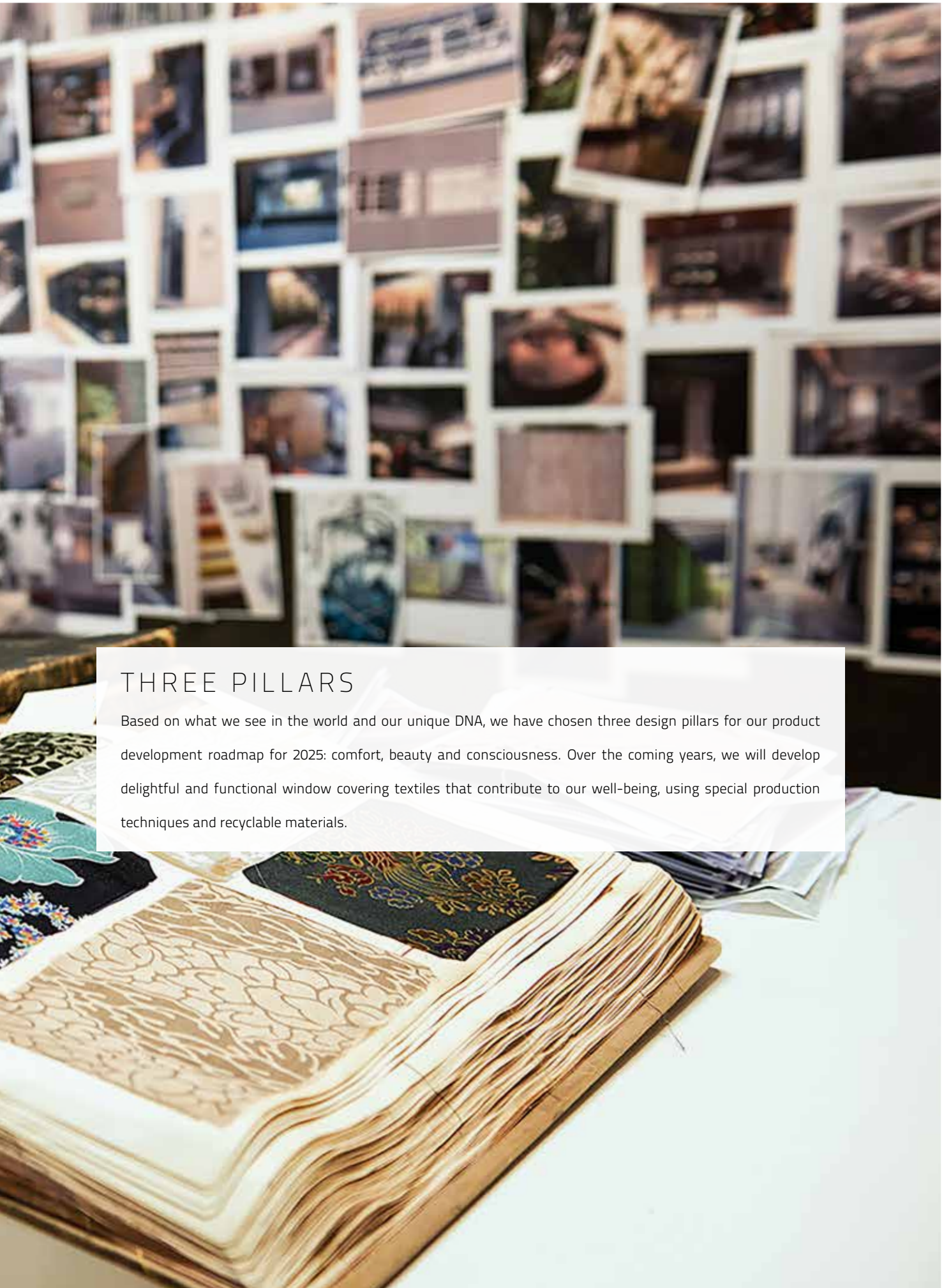
process for our product development. Based on thorough analyses of the demand for our current collections and the use of market analysis and data we will define which products absolutely need to be manufactured. By producing only the relevant components, we aim to reduce our production and our impact on the environment.

Another important theme in relation to the development of our collections is well-being. In our hectic world, people wish to surround themselves with products that make them feel good, that bring them peace, quiet and comfort. One example is products with beautiful textures, patterns and colors, as well as very functional products that help us feel better in the space that surrounds us.

As the Coulisse design team, it is our mission to create collections that support healthier, more comfortable indoor spaces. Collections that contribute to a better, cleaner and happier world, while staying true to who we are and where our hearts lie. We look forward to inspiring the world with the beauty window coverings have to offer in a responsible and meaningful way.







## THREE PILLARS

Based on what we see in the world and our unique DNA, we have chosen three design pillars for our product development roadmap for 2025: comfort, beauty and consciousness. Over the coming years, we will develop delightful and functional window covering textiles that contribute to our well-being, using special production techniques and recyclable materials.

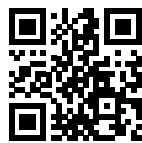


Google Softwear

28



Ikea



Motion



Eleksen



Molo





# COMFORT

Comfort is at the heart of our designs: we want to create spaces that contribute to a sense of well-being in more ways than one. In terms of technology, that means designing hassle-free, smart products to make everyday life easier and more accessible. From a tactile perspective, it is about using colors and fabrics that evoke a sense of balance and serenity. Apart from offering a feeling of warmth, fabrics can help create comfortable spaces in terms of acoustics. Our team of textile engineers is always looking for next-level smart textile solutions that make us feel healthy and comfortable. Finally, the concept of comfort also extends to a service mindset: going above and beyond to add value for our customers.



Dries van Noten

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Dior



Digital art museum Tokyo



Lidewij Edelkoort



# BEAUTY

Beauty is in our DNA. After all, Coulisse was founded on the belief that beauty and function are two sides of the same coin: one cannot do without the other. We value aesthetics and want our products to help customers take pleasure from their surroundings. Our designers get their inspiration from many different sources: there is as much beauty in nature as there is in architecture, traditional craftsmanship, antique books or haute couture. Beauty amazes and surprises. It stimulates the senses and sparks happiness. And isn't that what is most important in the end?



Nespresso

32



Patagonia



Ikea



Tony Chocolonely



Adidas



# CONSCIOUSNESS

At Coulisse, we make conscious choices at every level. The whole process, from product design to manufacturing and shipping is designed to put as little strain on the environment as possible. We are designing products to have a longer life cycle, reusing components whenever we can to promote the shift to a circular economy. We show our social responsibility by maintaining a natural reserve near our company headquarters in the Netherlands. It is a small step for us, but it makes all the difference in the world.



## ECO ESSENCE MAKE AN IMPACT

As a first step to reduce waste, we developed Eco Essence. This sustainable fabric is made of 100% recycled PET-bottles and has the same look and feel as roller blind fabrics made of non-recycled material. To increase the impact of this fabric, we linked up with global backpacker platform Trashpackers to create our MAKE AN IMPACT campaign. The platform aims to create a better world by cleaning up trash and educating others. Each roller blind sold contributes to a cleaner world.

Check out  
the campaign











Tijmen Sissing

## THE TRASHPACKERS COMMUNITY

Backpacker Tijmen Sissing founded Trashpackers in 2018, when he first started collecting plastic trash from every beach he visited. Coulisse and Trashpackers joined forces later that year, forging a partnership to increase their joint impact on waste reduction worldwide. Tijmen: "I never expected that starting with one bin bag would turn out into a complete, worldwide movement with thousands of volunteers. Now, a year later, it isn't just travellers who are cleaning up, but local communities doing regular clean-ups as well. Vietnam even developed a Trashpacker Park: they cleaned up canals, left

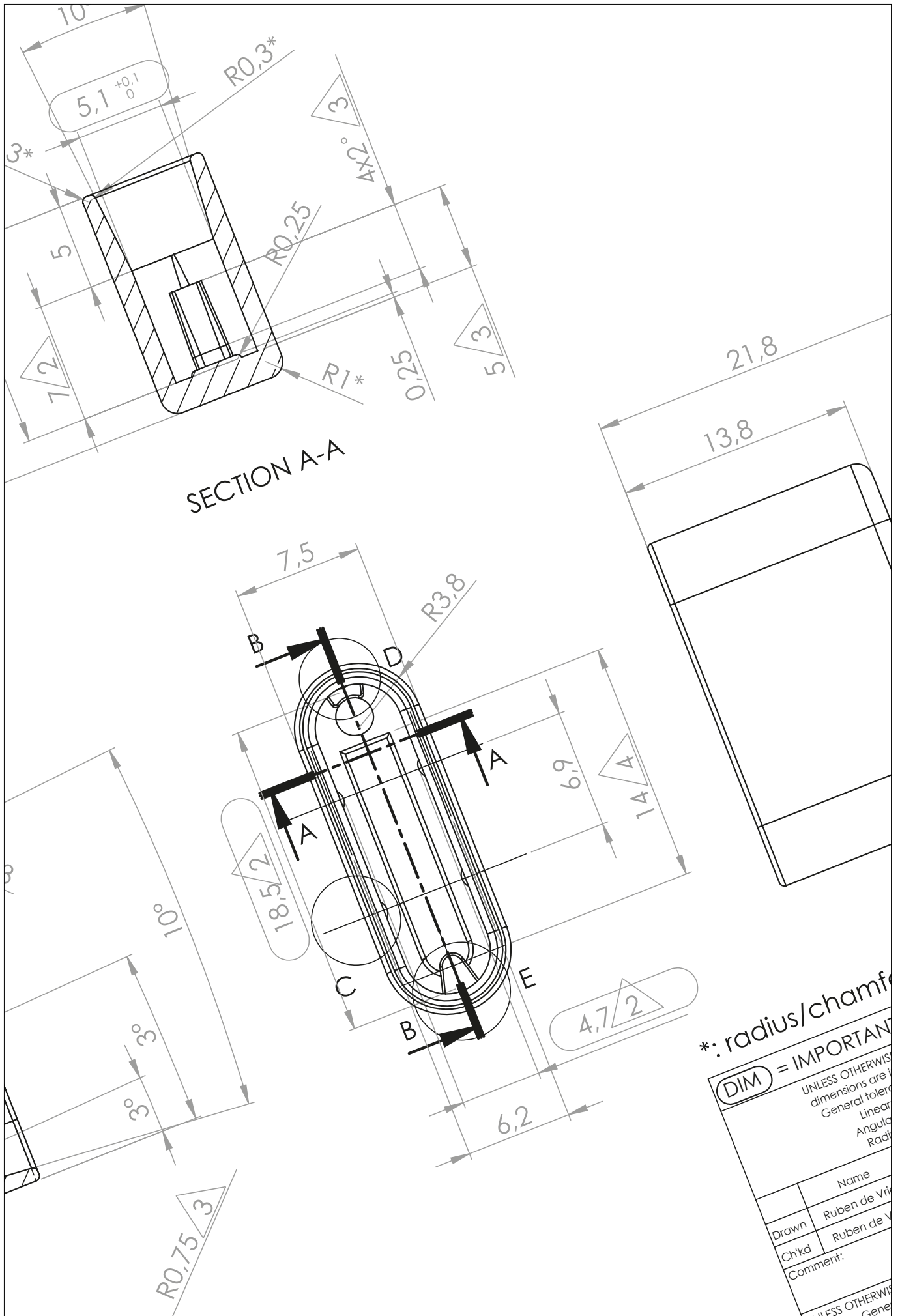
awareness murals and gave workshops to over 13,000 kids. I'm humbled and grateful that several companies and schools invite me to tell my story - it's a great medium to inspire and spread awareness. But cleaning up trash is only part of the solution; Trashpackers is aiming much higher than that. We are always looking towards the future. Joining forces with Coulisse has been very valuable in that sense, because their expertise and international profile helps us make even more of an impact worldwide. After all, we have only just started!"

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World  
Trashpacking  
Day





DIY Engineering Managers Bas Klein Tunte and Ruben de Vries have both been part of the Coulisse family for over a decade. Our resident hardware experts for the retail market, Bas and Ruben are responsible for research and development, and keep a close eye on the technical side of our innovative DIY concepts.



Bas Klein Tunte and Ruben de Vries

## MODULARITY AND SAFETY

Conceptual thinking is at the heart of our hardware development. We aim at designing window covering systems that are modern, safe, easy to install and to use. The modularity of our systems ensures an efficient production and stock keeping, since the same parts are used for different system types, which makes our production more sustainable. In order to stay ahead of global trends, we keep a close eye

on technological developments, like IoT and 3D-printing, and updated industry regulations concerning sustainability and child safety. Our innovative cordless systems, that are child safe by design, and revolutionary automation concept MOTION are great examples that with Coulisse window coverings, consumers can rest assured their homes are both stylish, safe and comfortable.





## MODULARITY

### The modular roller blind concept

Modularity is one of the pillars in our design philosophy. Our modular roller blind concept allows for creating different configurations with only a minimum number of multifunctional components. This unique mix-and-match concept enables you to offer a great variety of products without losing valuable space in-store or stock. And since its multifunctional components can be reused for multiple systems, we don't need to manufacture as many, making our production process more sustainable.



## MOTION

### The super easy automation concept for blinds

To meet the requirements of the next generation of homeowners, window coverings must be smart, safe and sustainable. To be ready for the future, we introduce MOTION. This ultramodern motorization concept for roller blinds can be operated from anywhere, in any way. The plug-and-play roller blind motor comes with an integrated battery that is rechargeable via micro USB. Its user-friendly design includes

a pull mechanism and remote control. Customers can add the Wi-Fi bridge to operate it via the MOTION Blinds smartphone app and connect it to leading smart home applications Amazon Alexa, Google Assistant, and IFTTT for voice control and smart home automation. We offer MOTION as ready-made motorized roller blinds and as motorization accessory kit to automate standard roller blinds. Automation has never been this easy.



**PULL**  
Manual override with pull control



**REMOTE**  
Operate your blind with the press of a button



**APP**  
Operate from anywhere by app



**VOICE**  
Connect with smart speakers



**WIRELESS**  
Cable free installation



**LI-ION**  
Integrated lithium-ion battery



**USB**  
Rechargeable with micro usb

Scan the QR code to discover MOTION





Paul Moers

Paul Moers is a strategy, branding and identity consultant with extensive experience in B2B retail and B2C marketing. He's passionate about helping national and international companies innovate by developing a customer-centric approach. A celebrated marketer and management book author, Moers makes regular media and public speaking appearances to provide his expert opinion on branding and strategy matters.

## PAUL MOERS TALKS DIY TRENDS

Although retail sales throughout Europe are down so far, the DIY sector shows promising growth. The reason for this trend shift is mainly economical: after a long and difficult recession, consumers are once again looking to invest in their home. Disposable income is up, and the housing market shows considerable momentum. At the same time, higher labour costs and a shortage of high-quality home maintenance services have consumers increasingly turning to DIY solutions like step-by-step instructional videos. This dovetails nicely with another important driver for growth: making life easier through technology. At Coulisse, we believe retailers should capitalize on both trends by investing in innovative DIY solutions, like window coverings that can be controlled via a smartphone app. We've asked renowned marketer and retail expert Paul Moers to share his vision on the future of DIY for retail. What recent developments does he think are most important?

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### Sustainability

Sustainability matters. An increasing number of consumers are very concerned about climate change, and are looking for ethically sourced products with a positive ecological footprint. Markets are becoming extremely transparent as well: whenever something bad happens in a factory, it's immediately televised. One example is the collapse of the clothing factory in Bangladesh a few years ago, where they found labels from Primark and H&M. Consumers get very frustrated by this type of news, which makes it a bad influence on company image and brand position. Does that mean sustainability will give

you a competitive advantage? I don't think so - not anymore. These days, sustainability is a necessity. For a company to be accepted by consumers, it's a *conditio sine qua non*. Even large discounters such as Lidl and Aldi are paying a lot of attention to the subject. And if discounters are moving in that direction, you had better start following their example.

### Online business

Then there's the position of online shops. Markets are changing rapidly: omnichannel is now of vital importance to survive in the near future. Now more than ever, it's necessary



to know and understand your customer. These customers are extremely flexible about their purchases, and it's very difficult to predict how they will behave. Their purchasing behaviour is becoming very unpredictable as well: they will visit your shop one day and prefer to buy online the next. Fact is that it's up to the customer to decide which channel to use and when to use it - not the retailer. Younger generations grew up with online businesses, and they feel extremely comfortable using the internet for all sorts of things: dating, travel bookings, shopping, et cetera. If businesses are to survive the current market, reaching these customers is a must. Big data especially will be of great help in this process.

### Drivers of change

Many companies are too busy with daily operations to pay enough attention to current change drivers, but my advice would be to reserve time for that. These days, the world is changing so rapidly that your business might become obsolete before you even notice it. You might even go out of business! There's a possibility that name brands will start delivering their products to the customer directly. Many companies are becoming less apprehensive about it. In the past, they were concerned about the loss of business from their retail channels, but that hardly seems to be the case these days. The loss of volume will have a direct impact on retail shop profitability, and that growth will continue in the near future. Supply chain portals are also becoming increasingly important, and will play a crucial role in better managing the supply chain. B2B customers will not only be able to save costs, but also run their operation more efficiently as well as more effectively. These portals will provide real-time information about all possible steps along the process and all available product offerings.

### Emotion

We also have to remember the importance of emotion. DIY shops are very much rationally-oriented: they display an enormous amount of products for their customers, but do so in a very boring way. Sometimes, it looks like a competition to see which shop can offer the most products. The question is: what do customers really need? Aren't we exaggerating?

Obviously, the 80/20 rule applies here: roughly 80% of the effects come from 20% of the causes. Instead of focusing on the number of items, it is maybe better to spend more time on emotion. DIY shops deal with real people who walk into the shop with a dream: to make their house a better place. This is an excellent opportunity for DIY shops to not only give out rational information, but to appeal to their emotions as well. My advice to DIY shops would be to take a critical look at their lay-out and to spend more time on the emotional element. By appealing to consumers' emotions, you create an opportunity to sell more products and increase customer loyalty, which in turn leads to more profit. What's not to like?

## DIY RETAIL TRENDS IN SHORT

### 1. Sustainability

For companies to survive, investing in sustainability is a necessity: modern consumers are looking for ethically sourced products with a positive ecological footprint.

### 2. Online business

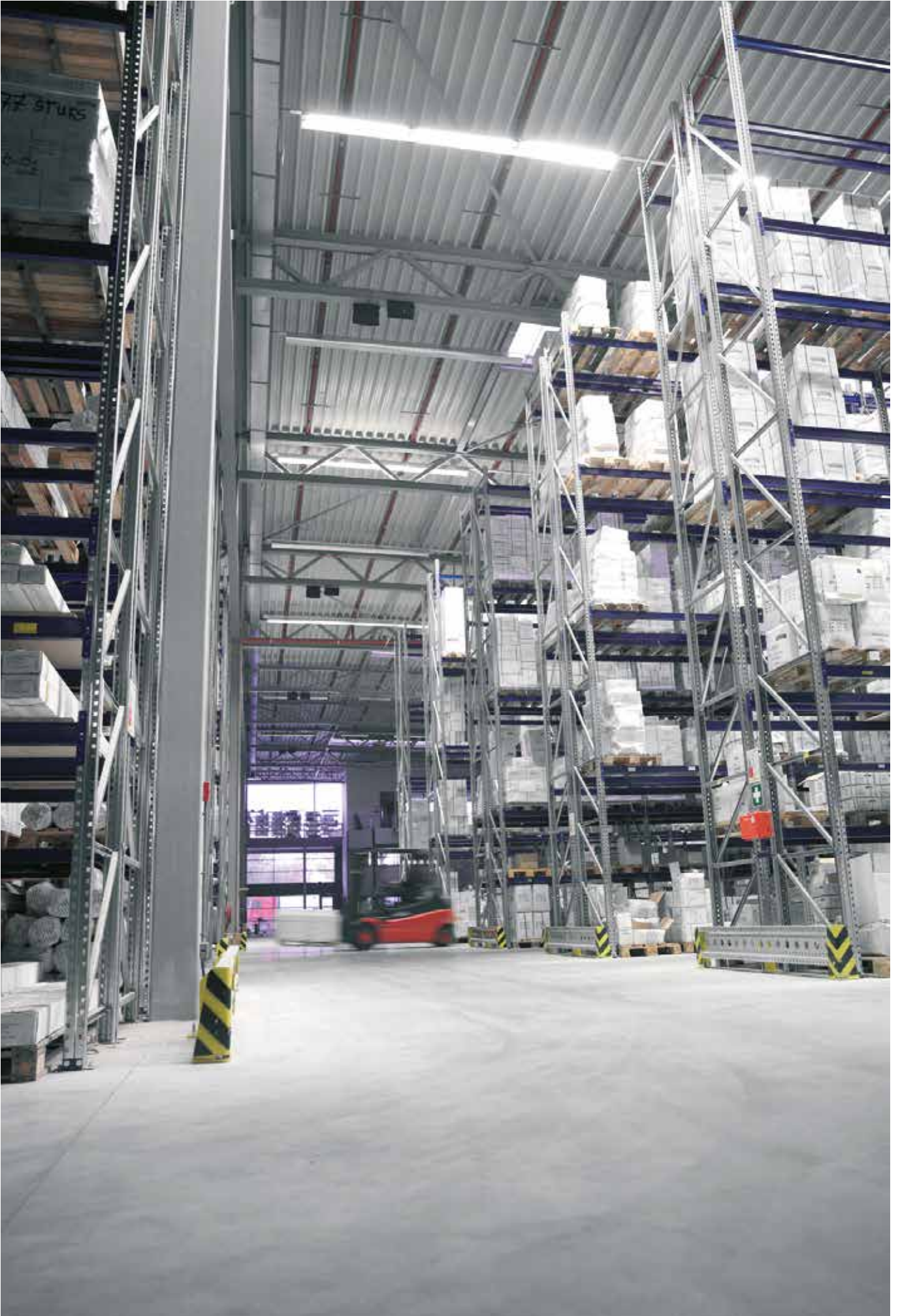
Consumer purchasing is very unpredictable. Younger generations feel extremely comfortable with online shopping, and big data will help companies stay in touch with them.

### 3. Drivers of change

Always watch change drivers. Two major predictions: name brands will start direct B2C delivery, and supply chain portals will help companies save costs and run more efficiently.

### 4. Emotion

What do consumers really need? Focusing on the emotional element of a shopping experience (helping to build their dream house) will increase sales and customer loyalty.



Thijs Prins has been Supply Chain Director at Coulisse since 2018. He has extensive experience in IT and innovation, a proven track record in supply chain and project management, and previously held a management position at a wholesaler for the DIY industry.



Thijs Prins

## IT'S ALL ABOUT MEETING CUSTOMERS' EXPECTATIONS

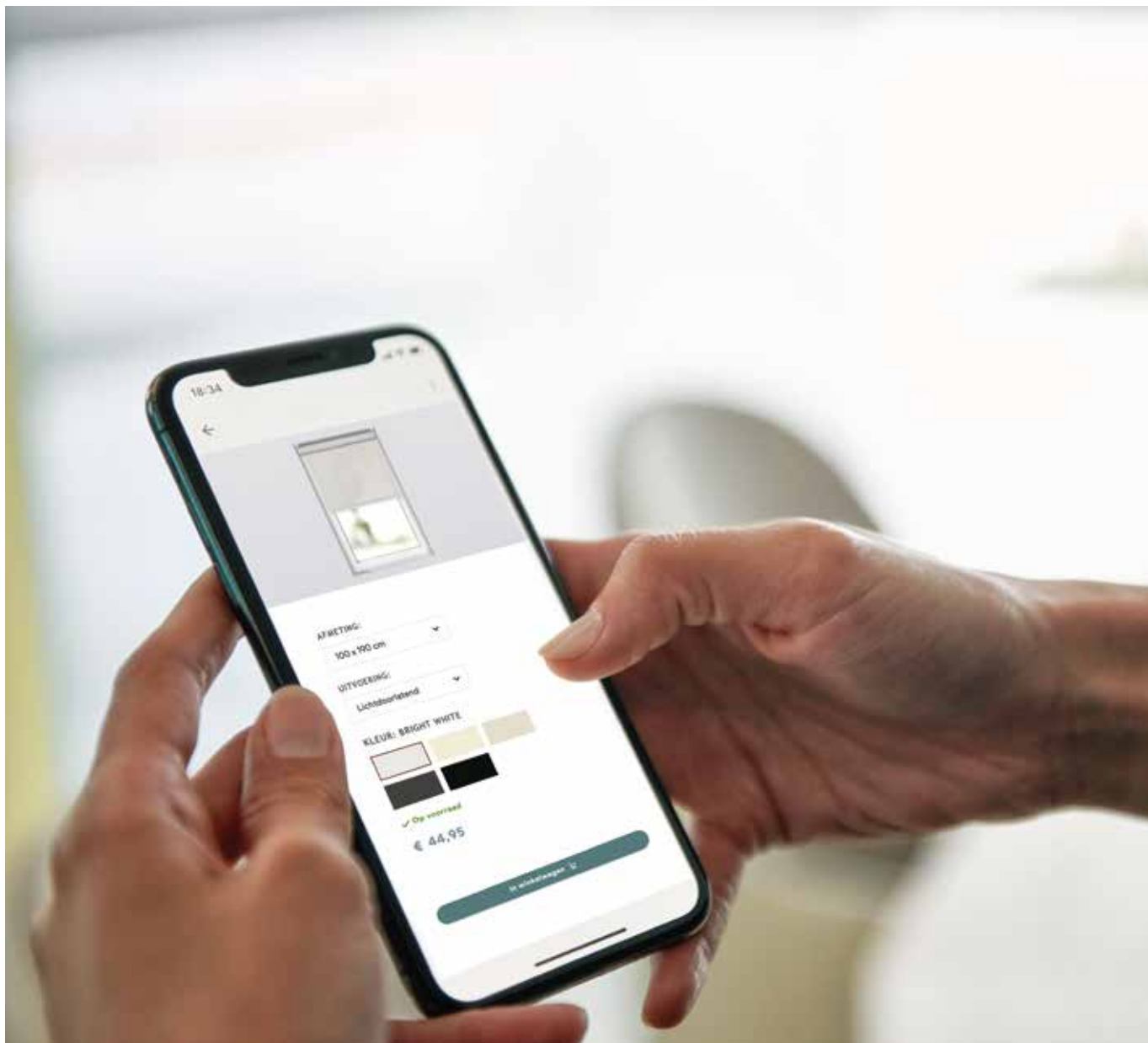
Consumers' expectations and demands are getting more and more specific. The supply chain plays a huge role in meeting those expectations. As expert partner to our customers, we take care of the supply chain and make sure it meets legislation.

Stock-management can be a bottleneck. Our supply chain is fed with predictions in the demand based on the sales figures of our customers. In order to create an accurate prediction model, we even include window coverings products delivered by other parties. As a result, we have an optimal stock position at all times. Although this is not new in the market, we are in the lead in our industry with this. We are happy to say that an increasing number of customers understand the value of this working method and are sharing their data with us, so we can all do better.

Sustainability is a key theme for Coulisse and its supply chain. The environmental tax companies pay is a good indicator for how well they are doing, and we aim to reduce ours. We are in the process of getting FCS and PEFC certifications for our packaging and aim to work more efficiently by optimally using any shipment we do. This means, full containers, less

airfreight, more shipments by boat and more local production. Our supply chain specialists support our account management-team in proactively advising our customers in creating the most effective and efficient offering for their market. We base our advice on data and years of experience in the market.

We aim to shorten and standardise our supply chain for maximum reliability, shorter delivery times and increased speed. Doing so allows us to meet our customers' needs faster, easier and more flexibly. We are always looking for new production methods, suppliers and transportation, like printing unique designs on fabrics. Our engineering team is experimenting with 3D printing. This trend will make the difference, because creativity is linked to short delivery times.





# DROPSHIPMENT

the future of logistics

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Our dropshipment collection offers a balanced assortment of colors and bestselling fabrics that can be utilized to complement your collection or as a stand-alone collection. Our centralised facility enables you to offer your customers a wide range of best-selling sizes and products without a minimum order of quantity, any storage, warehousing or stock risk. Dropshipping makes order picking a thing of the past - no matter the quantity. Customers can order via an automated EDI-connection and choose direct delivery or in-store pickup. And to make things even easier, we provide all the necessary online content, including product photography. The future of logistics is here.





## THE RETAIL COLLECTION

Our design team develops the retail fabric collection, based on the data we gather and trends we see in the world.

Apart from essential plain fabrics in soft tones, our collection includes modern fabrics in more daring prints, textures and colors.







# MADE-TO-MEASURE

tailored retail solutions

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Some situations call for more than standard sized products. That is where our made-to-measure collection comes in. This range of non-standard sizes and colors is the final element to our long tail strategy, and enables retailers to serve customers with even the most exceptional demands at a competitive price point. Ordering made-to-measure window coverings is easy, thanks to our user-friendly online configurator - keep an eye out for in-store availability coming soon. We can even customize the configurator's appearance to fit your brand identity. Order flow is 100% automatic, and products can be delivered directly to the customer via dropshipping. Now that's a made-to-measure solution.





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## FROM POS TO ONLINE CONFIGURATORS

Coulisse is worldwide known for its innovative marketing approach and services. At our headquarters in the Netherlands, we have our own marketing department and Design Studio where inspiring collections and marketing services are developed. Our team of experts supports you in creating the best commercial assortment: based on trends and our global sales data we know which colors, sizes and accessories do

well in your market. We provide you with in-store promotions, such as label and bay-design, that invigorate your proposition. In addition, we assist you with online services, such as web texts, visualizations and online configurators. This extensive range of offline and online services help you boost your commercial success.







# INCLUSIVE PRODUCTION

because we care

At Coulisse, we take the concept of corporate social responsibility very seriously. That is why we founded Inclusive Production, a small-scale commercial manufacturing facility that employs people with disabilities and people from disadvantaged backgrounds. Here, staff members manufacture a range of products in limited quantities, guided by experienced team leaders who make sure the results adhere to Coulisse quality standards.





## VISIT US AND BE INSPIRED

At the Coulisse headquarters in the Netherlands, our DIY showroom is located. Here, you can experience a range of innovative concepts that help you build a futureproof business model. Visit the DIY showroom and be inspired by the latest fabrics, in-store concepts and innovations in window coverings.



# MAKE AN IMPACT

