

Beat the heat in beautiful style



*President Scott Segall and
Vice President Rachel Segall*

You can have it all at **Victor Shade Company** – energy savings, lower utility bills and beautiful designs.

"There are so many options available today to match every aesthetic, especially in shades," said company vice president Rachel Segall. She and her husband, company president Scott Segall, are the fourth-generation owners of the local company.

"It's really amazing to think of how things have changed and stayed the same in the 118 years since Victor Shade first opened its doors. Fabrics, technology, and styles have changed, but the benefits of shades and blinds have remained the same," Rachel said. "Shades and blinds remain the most effective way to keep out the sun's damaging UV rays, helping you save money and conserve energy."

The other thing that hasn't changed is Victor Shade's commitment to selling quality products as a Hunter Douglas Gallery dealer and its dedication to customer service.

"It's very important to us that our customers are pleased with our products," Rachel said. "We offer free in-home consultations that include expert measuring, product selection assistance and a project plan with pricing – and in our showroom, we have over 30 interactive displays. In the showroom, customers can interact with full-sized samples and lift systems, including automation. In their home, they can see how samples look with their lighting, furniture and wall color."

As in every other aspect of life, technology has added convenience to the operation of shades and blinds.

"Today, shades and blinds can be raised and lowered by smart devices from anywhere in the world via Wi-Fi and Bluetooth," Scott explained. "Motorized shades also have a solar-powered option so you never have to worry about batteries."

"Our motto is 'Design, Renew, Install ... at Victor Shade you get it all!'"



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