



NUVÈ
WINDOW TREATMENTS

RETAILER SALES SHEET

ABSOLUTE ROLLER

PREMIUM ROLLER BLIND SYSTEM · CLEAN DESIGN · CHILD SAFE · SMART READY



NUVÈ

POWERED BY: **COULISSE**
since 1992

WHY RETAILERS CHOOSE ABSOLUTE ROLLER

- Clean, minimalist design that matches any interior style.
- Full color matching across hardware — plastic, aluminum and metal components.
- Multiple child-safe control options; reduces liability and product returns.
- Strong upsell opportunities: Day & Night, Cassettes and Motionblinds.
- One hardware system covers almost every roller blind need.
- High perceived value that helps justify better margins.
- Motionblinds smart motor integration — future-proof and high-margin add-on.



HARDWARE COLORS · FULL MATCHING SYSTEM

PLASTIC / ALUMINUM COMPONENTS



White (W)



Off-White (LB)



Grey / Anodized (GR/A)



Anthracite (AN)



Black (BK)



Bronze (DBR)

METAL COMPONENTS



White (M)



Chrome (CH)



Stainless Steel (STS)



Natural Aluminum (NA)



Black Nickel (BN)



Old Brass (OB)

KEY RETAILER ADVANTAGE

All visible parts — brackets, bottom rails, tassels, chains, wands and connectors — can be color-matched. A premium, coordinated look that customers love and are willing to pay more for.

Note: some cord colors and specific accessories may vary. Check availability.

CONTROL OPTIONS · SAFETY AND UPSELL

CONTROL	KEY BENEFITS FOR RETAIL	BEST FOR
Chain (Standard)	Traditional, reliable, widely understood by customers. Solid entry-level option.	Budget-conscious buyers · simple installations
Spring Balanced	Child-safe by design. Smooth, balanced operation with no dangling cords.	Families with children · minimalist look
Twin Pull	Patented child-safe system. No hazardous loops. Clean aesthetic. Very popular with parents.	Child-safety priority · premium positioning
Motionblinds Motorized	Smart-home ready. App, voice and remote control. Strong upsell and high margin.	Smart-home buyers · hotels · convenience

RETAILER TIP

Always present Twin Pull or Spring as the safer, more modern alternative to chain. Many customers upgrade once they understand the child-safety benefit.

SYSTEM CONFIGURATIONS RECOMMENDATION GUIDE

Brackets

Basic, economical solution. Great for simple projects or when the customer wants minimal visible hardware.

Brackets + Profile

Cleaner look than basic brackets — the profile hides the tube for a finished appearance.

Semi-Open (Round/Square)

Popular middle ground. Good balance between price and aesthetics.

Cassette (Round/Square)

Premium closed system. Better light block, cleaner look, higher perceived value.

Day & Night

Two fabrics in one system (sheer + blackout). Excellent upsell for bedrooms and living rooms.

Fascia

Modern architectural look. Popular in contemporary interiors and commercial projects.

Installation Platform

Special solution for tricky installations — for example, when there is no proper mounting surface.



POWERED BY: **COULISSE**

SINCE 1992

DAY & NIGHT SYSTEMS · HIGH-VALUE UPSELL

One of the strongest selling features in the Absolute Roller range: two different fabrics in a single blind — for example a sheer for day and a blackout for night, or two coordinated colors.

- Perfect for bedrooms, living rooms and media rooms.
- Available in Vertical and Universal versions.
- Customers love the flexibility and modern look.
- Higher average order value and better margins.



RETAILER RECOMMENDATION

Present Day & Night as a premium solution for customers who want both light filtering and complete darkness in the same window.

FABRIC COLLECTION · SELLING POINTS BY CATEGORY

PLAIN

Clean, timeless look. Easy to coordinate. High-volume seller.

TEXTURE

Adds depth and interest. Popular in modern and Scandinavian interiors.

SCREEN

Excellent for views + light control. Great for offices and living rooms with views.

ENERGY SAVING

Insulation and efficiency. Strong selling point for eco-conscious customers.

BLACKOUT / FUNCTION

Essential for bedrooms and media rooms. High demand.

VELVET / JACQUARD / PRINT

Premium decorative options for statement windows and high-end projects.

DOUBLE ROLLER

Premium fabrics for Zebra shades — the perfect solution for any residential project.

NOTE

Have physical sample books available. Customers almost always want to touch and see fabrics in their own lighting before deciding.

MOTIONBLINDS · SMART MOTOR INTEGRATION

THE BIGGEST MARGIN OPPORTUNITY IN THE RANGE

- Compatible with Roller, Double Roller and many other blind types.
- Quick QR-code setup with a smartphone — very user-friendly.
- Control via app, voice (Alexa, Google, Siri), remote or manual pull.
- Cable-free or wired options available.
- Beautifully designed motors that match the clean Absolute Roller aesthetic.
- Future-proof — customers value smart-home features.
- High perceived value and excellent margins for retailers.



RETAIL STRATEGY

Always mention Motionblinds when presenting higher-end configurations — cassette, Day & Night, fascia. Many customers who are already spending on premium hardware will add smart control without much hesitation.

SYSTEM OPTIONS · ADDITIONAL SELLING FEATURES

Side Guidance

Keeps the fabric straight and prevents billowing. Excellent for doors, tall windows and windy locations.

Installation Profile

Helps when there is limited mounting space or awkward window frames.

Fascia Profiles

Gives a modern, architectural finish. Popular in contemporary projects.

Bottom Rails

Full range of matching options to complete the coordinated look.

COMMERCIAL ADVANTAGES FOR RETAILERS

ADVANTAGE	IMPACT ON YOUR BUSINESS
Reduced stock complexity	One hardware system covers the vast majority of roller blind projects.
Higher average order value	Easy to upsell: brackets > cassette > Day & Night > motorized.
Fewer returns	Child-safe options (Twin Pull/Spring) significantly reduce safety complaints.
Premium positioning	Clean design + full color matching helps justify better pricing and margins.
Future-proof offering	Motionblinds integration keeps you competitive in the smart-home era.
One-stop solution	Fabrics, hardware, controls and motors from a single source.
Strong brand support	Professional marketing materials, samples and training via my.coulisse.com .



POWERED BY: **COULISSE**
since 1992