



**NORMAN**<sup>®</sup>  
SHUTTERS. BLINDS. SHADES.

76001-00170



**SMARTPRIVACY**<sup>®</sup> **BLINDS**



**NORMAN**<sup>®</sup>  
SHUTTERS. BLINDS. SHADES.



# Quality isn't just a catchphrase it's our Heritage

With over 45 years of excellence in crafting fine window furnishings, Norman<sup>®</sup>'s quality has made it famous. It's what drives Norman<sup>®</sup> to innovate and why you can see it in every detail. We cultivate our own forests, make our own components, and weave our own cords - at Norman<sup>®</sup> everything matters, and anything is possible.

Norman<sup>®</sup> strives to exceed the highest industry standards - that's why Norman<sup>®</sup> is focused on leading the industry in quality, service, selection and value. From patented performance and safety enhancing components, award-winning product designs, to socially responsible processes in manufacturing and forestry, Norman<sup>®</sup> has a history defining the future.



## NORMAN® SMARTPRIVACY® INVENTS THE FUTURE FOR NORMANDY® WOOD AND PERFORMANCE FAUXWOOD VENETIAN BLINDS

Norman® SmartPrivacy® blinds not only provide design, privacy and light control, they also add value to a home. Like any home investment, blinds of exceptional quality will provide long term value and appreciation.

All Norman® SmartPrivacy® blinds feature the very special proprietary SmartPrivacy® slats which creates a clean crisp elegant style, enhances the blinds closure and offers the ultimate in privacy. Also choose from a range of three headrail options from premium Aluminum or PolyDeco decorative head rails colour co-ordinated with the wood slats or the standard steel headrail which is dressed with a valance. They are available in 50mm or the wider 63mm slats and in a wide range of durable solid and stain colours that are designed to suit any décor. Also, you have the option to select a matching ladder tape to add that designer touch to your blind.



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# S A F E T Y

## INGENUITY FOR WHAT MATTERS MOST

All Norman® blinds are made to be enjoyed by everyone. Our products feature child-safe designs, utilise non-toxic materials and meet stringent international safety standards.

## “BEST FOR KIDS” CERTIFIED CORDLESS

Experience a new level of performance, safety and flawless daily operation. Norman® cordless blinds are 'Best for Kids' certified and comply with the latest ANSI/WCMA standards. Norman® cordless blinds are more level when raised, won't cause slat-related problems such as slat-shift, and crafted with proprietary technology to assure easy-pull adjustment.

## SAFE PAINT & LEAD-SAFE

Feel rest assured. All Norman® window furnishings are free from lead and soluble heavy metals such as cadmium and arsenic.

## SAFETY CORD RELEASE DEVICE FOR ALL CORDED BLINDS

Designed to protect young children, infants and pets from the risk of cord entanglements. The device not only consolidates all cords but deploys if something gets caught in them.

## SINGLE CORD LIFT FOR CORDED BLINDS

The Norman® single cord lift elegantly consolidates all cords for easy operation, extra safety and streamlined appearance.





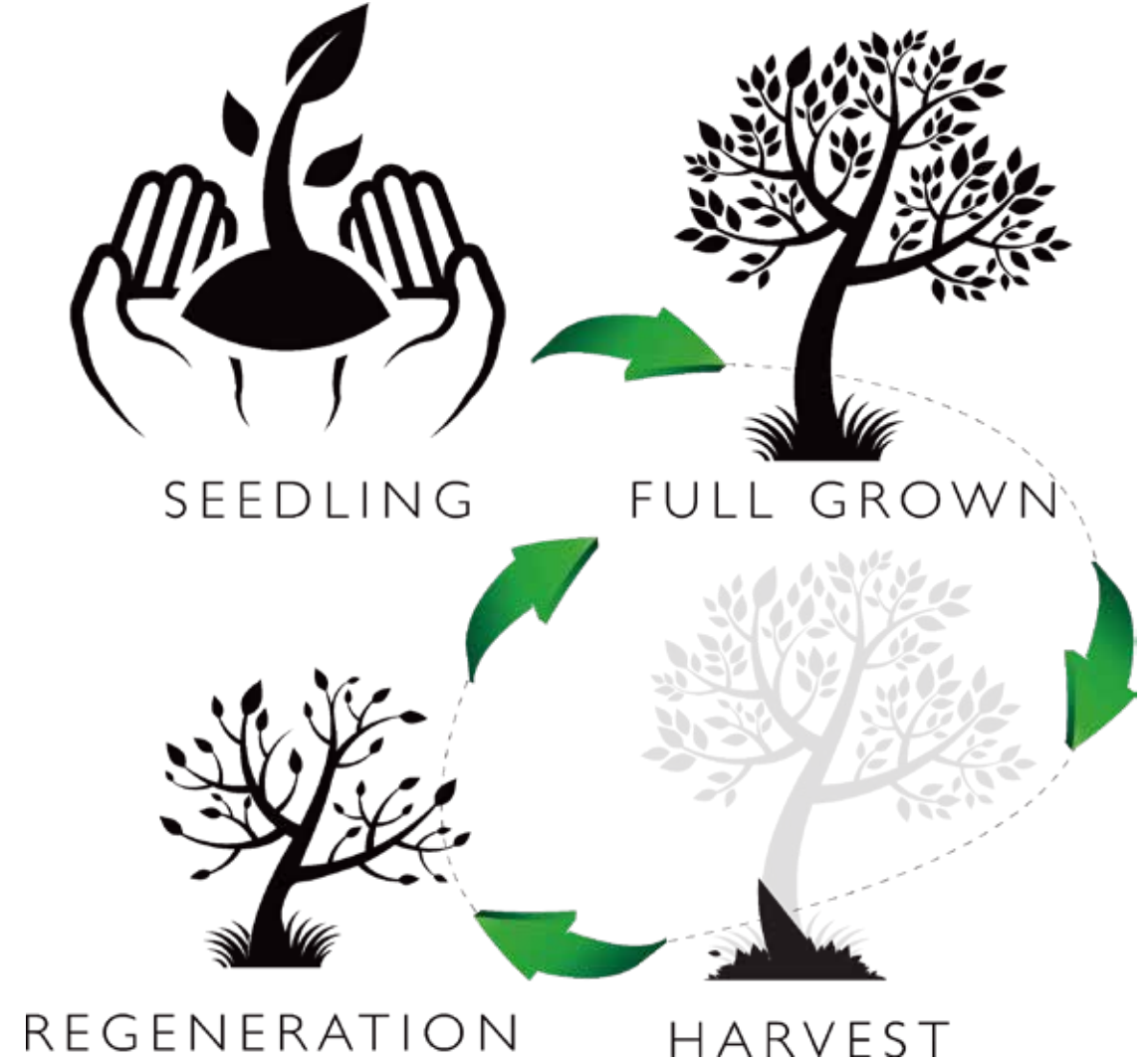
# SMARTPRIVACY® NORMANDY® WOOD BLINDS

Wood is the classic choice for venetian blinds given its natural beauty, stability, lightness and infinite finishing options. Norman® SmartPrivacy® Normandy® wood blinds are crafted from Phoenixwood; a stable lightweight plantation timber which has been used for generations to make high quality furniture and musical instruments. When you order your wood venetians from Norman® they are made from scratch like all quality bespoke products and we control every step in the process from preparing the wood, fabricating all the components in house to carefully applying the final finish on the slats.



# ADVANTAGES OF SMARTPRIVACY® NORMANDY® WOOD BLINDS PHOENIX WOOD

It's a mission that many of us all embark. To relish the finer things while making sustainable choices that lead to a healthier future. At Norman® we've taken this credo to heart. Our premium Phoenix Wood originates from miracle forests that regenerate every 7 years after harvest. While the premium hardwood is exquisitely grained and durable, it is also a sustainable choice.



## NORMANDY® WOOD BLINDS FEATURES

- Hand Crafted Phoenixwood slats, bottom rails and valances, a responsibly managed lightweight premium plantation hardwood.
- Durable and stunning paint and stain finishes formulated to resist fading in the harsh sun.
- Added option to finish the slats with the naturally derived OSMO oils and waxes to reveal Phoenixwood's authentic character and texture.
- Patented SmartPrivacy® designed slats offering snug closure and none of those undesirable centre slot holes that let in unwanted light and the stare of nosey neighbours.
- A choice of contemporary matching timber valances available.
- Solid and decorative cloth ladder tape options.
- Patented Insta-lock® cord lock system combined with lightweight Phoenixwood ensures an easy to operate trouble free blind.
- Superior child safe cordless option certified "Best for Kids" for the PolyDeco headrail option and enhanced child safety features on other operating systems.
- Elegant and flush designed bottom rail, eliminating any hang up in the smooth operation of the blind with no protrusions that may damage the window sill over time.



# FEATURES

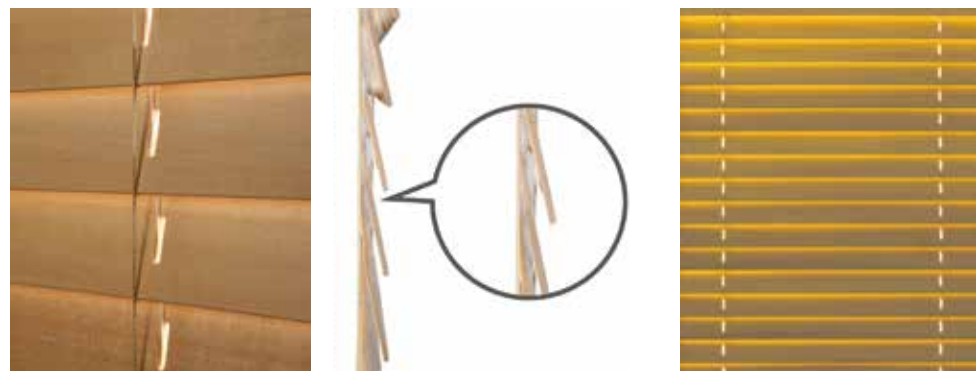
## SMARTPRIVACY®



## SUPERIOR CLOSURE

- Patented trouble free privacy design.
- Enhanced closure v traditional center slotted venetian blinds.
- Significantly reduces light bleed and provides extra privacy to home owners.

## CENTER SLOT



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# SMARTPRIVACY® NORMANDY® WOOD BLINDS



## QUARTER SAWN SLATS

Unlike inferior plain sawn slats, Normandy®'s Normandy® wood blind slats are quarter sawn, cut perpendicular to the grain resulting in a more consistent finish and enhanced stability for better resistance to cupping and warping due to changing ambient conditions.



## ELEGANT BOTTOM RAIL

The bottom rail cap in Normandy® blinds is flush with the rail eliminating any protrusion that can damage the window sill over time.



## OSMO FINISH

Osmo is a safe, natural and eco-friendly stain finish derived from natural plant oils and vegetable waxes, free from harmful substances. In a palette of on-trend colours, Osmo brings Phoenixwood's natural grain to life creating a blind rich in colour and character\*. Osmo penetrates deep into the pores of the wood reducing the effect of ambient moisture conditions on the stability of the blind and protecting the slats from the harsh sunlight.

\* Because of Osmo's properties, the color of final products may vary slightly from samples due to wood's natural variations.





# SMARTPRIVACY® PERFORMANCE FAUXWOOD BLINDS

When it comes to venetian blinds there is no need to compromise quality or style for price, and that's why we offer our unique award winning SmartPrivacy® Performance Fauxwood blinds. Capable of withstanding the day to day bumps and knocks of busy family lifestyles, the durable and long lasting Polyvinyl formulation resists fading, warping, twisting, cracking and scratching.

Our SmartPrivacy® Performance Fauxwood venetians are made from an advanced formula of Polyvinyl. They come standard with the patented SmartPrivacy® slats for perfect privacy, light control, tight closure and trouble-free operation. Made "tough" from durable, waterproof and fire resistant materials, Norman® fauxwood venetians are the ideal choice for busy family rooms, bathrooms, kitchens and laundries.



Horizontal blinds  
2011 WDMA Product Awards WINNER  
Best New Technical Innovation



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## PERFORMANCE FAUXWOOD BLINDS FEATURES

- Award winning and patented SmartPrivacy<sup>®</sup> design offering better privacy, tighter closure and less light leakage.
- High quality lightweight materials and durable construction incorporating the patented Insta-lock<sup>®</sup> cord lock system for ease of operation.
- QUV colour fastness rating higher than industry standards to resist fading.
- Slats are made from a special lightweight and safe Polyvinyl formulation. They are waterproof, fire resistant and hardened to resist warping, twisting, cracking and scratching.
- Multiple headrail options including steel and colour coordinated Aluminum or PolyDeco options.
- 2 contemporary matching valance options are available with the steel headrail.
- Solid cloth ladder tape options are available.
- Superior child safe cordless option certified "Best for Kids" for the PolyDeco headrail option and enhanced child safety features on other operating systems.



# Industry's No. 1 Cordless Blind



- Performance Cordless
  - Smooth Operation
  - Reliable performance
  - Larger Sizes
- Co-Extruded Slat
  - 2000 UV
  - 125 degree HDT
  - Lighter
- Impact resistant, modern, valance free, PolyDeco headrail
- Specially designed bottom rail to ensure easy lifting, lowering and snug wand operated closure



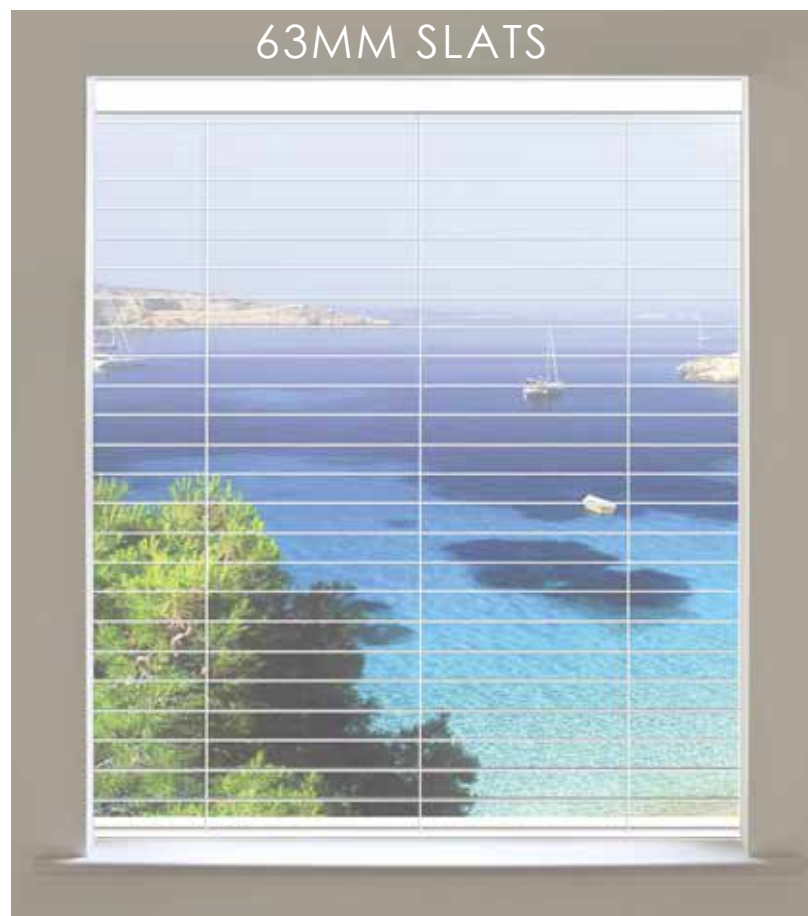
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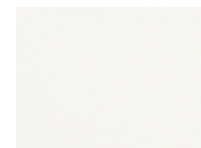
# CHOOSE YOUR VIEW

Choose from 50mm or 63mm slat widths. For most, it's just a matter of preference, but smaller slat widths are ideal for smaller windows or where your reveal depth is limited. The smaller slats equates to more slats per window and a lesser view when tilted open. For a bigger view and more of a shutter feel choose 63mm slats which are ideally suited to larger windows with a deeper reveal.



# SLAT COLOURS

## Performance Fauxwood



Pure White  
P001 (Grain)



Pure White  
P001 (Smooth)



Designer White  
E008



Silk White  
P003



Bright White  
P004



Pearl  
P006



Crisp Linen  
P012



Mist  
6957



Limed White  
P933



Gray  
6938



Taupe Gray  
P080



Sea Mist  
P032



Truffle  
6958

## Program Highlights

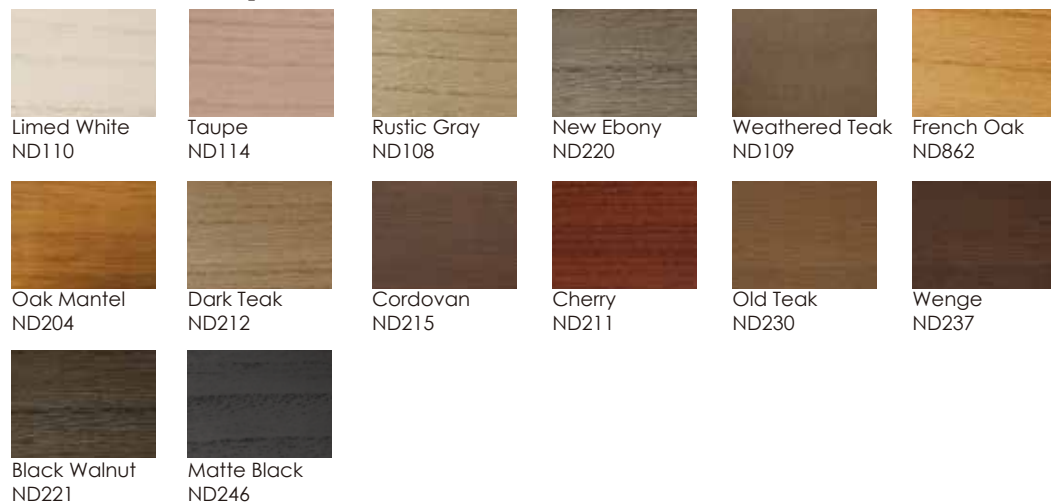
- Available Colours: 13

# SLAT COLOURS

## Normandy® Wood Paint

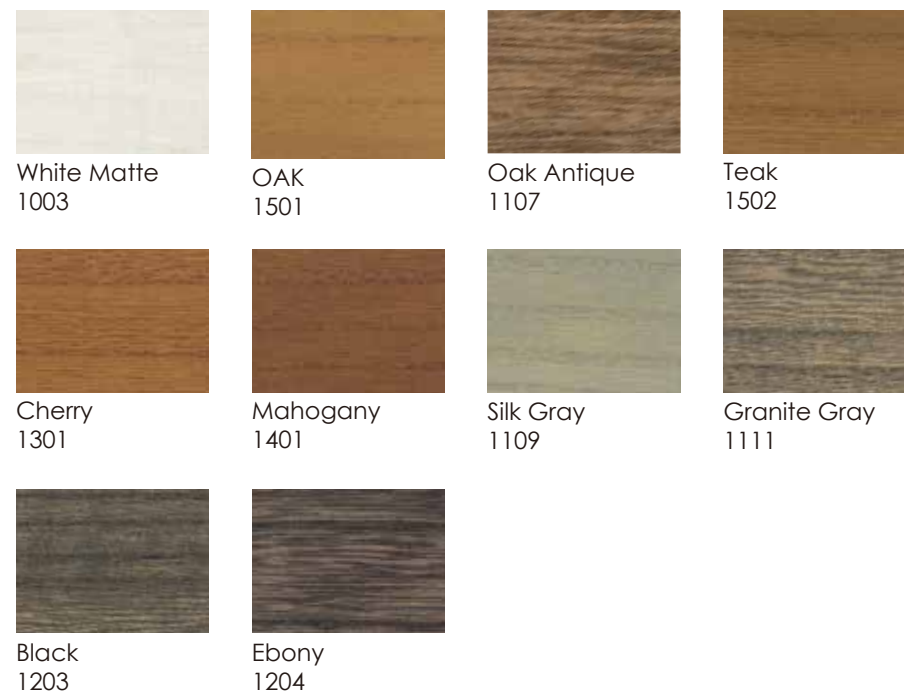


## Normandy® Wood Stain



# SLAT COLOURS

## Normandy® Wood OSMO



## Program Highlights

- Available Paint Colours: 14
- Available Stain Colours: 14
- OSMO Colours: 10

CORDLOOP & SMARTRELEASE™ CORDLOOP



**SMARTRELEASE™ CORDLOOP – AUTOMATIC LOWERING**

They say work smarter, not harder. Norman® SmartRelease™ Cordloop featured in our Decorative Aluminum Headrail Normandy® wood and Performance Fauxwood blinds enables the 'release' or lowering of the blind with a gentle pull. It glides to a closed position automatically - smoothly, quietly and effortlessly.



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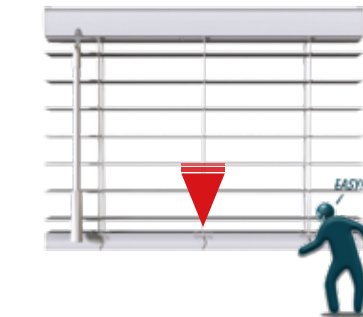
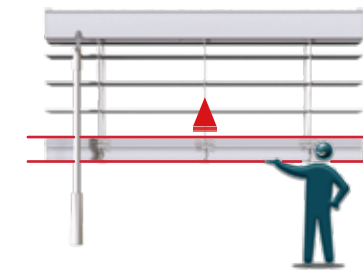
UNIQUE CORDLESS SYSTEM

- Superior child safe cordless option certified "Best for Kids".
- Proprietary easy-lifting system with no pull cord making it safe and trouble free for homeowners.
- Specially designed bottom rail which won't rotate during lifting.
- The bottom rail neatly stacks when raised and will not sag in the middle or drop either side once lifted.

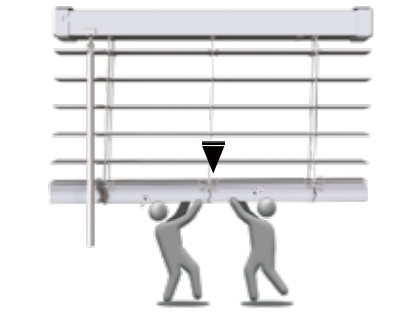
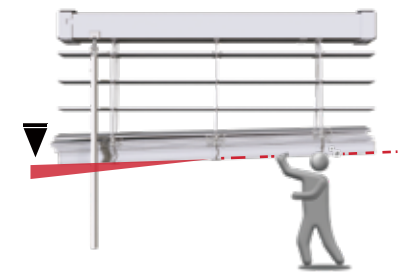


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**NORMAN** ✓



**OTHERS** ✗





# CHOOSE LIFT SYSTEM

## CORDED with EASY LIFT INSTA-LOCK®



EASY LIFT INSTA-LOCK®



TRADITIONAL CORD LOCK

Say goodbye to the fickle and clunky operating experience of the common cord lock. Norman®'s reinvented and patented Insta-Lock® system not only reduces the pull force required to operate the blind, but also makes it easier to release or lower the blind, while allowing you to lock the blind at any position or angle, effortlessly, without frustrating tugging – especially on corner windows.



SAFETY CORD RELEASE DEVICE FOR CORDED BLINDS



## ADDITIONAL HEADRAIL OPTIONS

### DECORATIVE ALUMINUM HEADRAIL (VALANCE FREE)

- Special brushed or painted aluminum headrail provides a prestige contemporary look. It adds simplicity to the blind installation and creates a subtle contrast between the wood slats and the brushed or painted decorative aluminum headrail.
- Valance free blind makes it easy and quick to install.
- Better closure and privacy.
- The headrail has a light barrier which gives better closure between the headrail and top slat to block out unwanted light.
- The top bracket secures the front of the headrail for easy installation. Installers/consumers can easily see and ensure the rail is safely installed before operating the blind.



## ADDITIONAL HEADRAIL OPTIONS

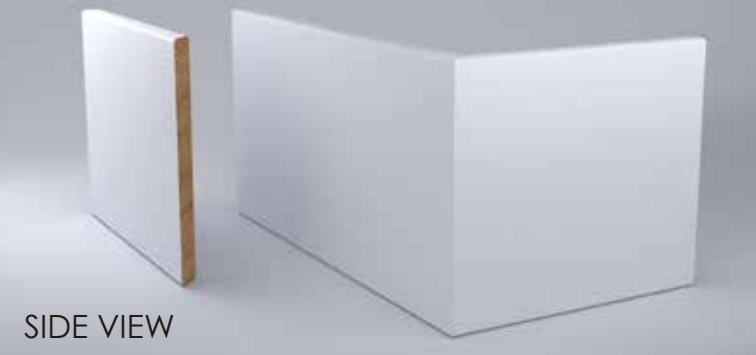
### UNIQUE POLYDECO HEADRAIL (VALANCE FREE)

- Colour coordinated with the blind slats to create a contemporary valance free headrail.
- Valance free means simple and quick trouble-free installation.
- Valance free creates a minimal look and feel to the blind.
- Enhanced closure and privacy.
- The polydeco headrail has a light barrier which gives better closure between the headrail and top slat to block light bleed at the top of the blind.
- Top bracket installation makes for easy, safe and secure installation for installers and consumers.
- Engineered bottom rail to ensure tighter closure.



# VALANCE OPTIONS

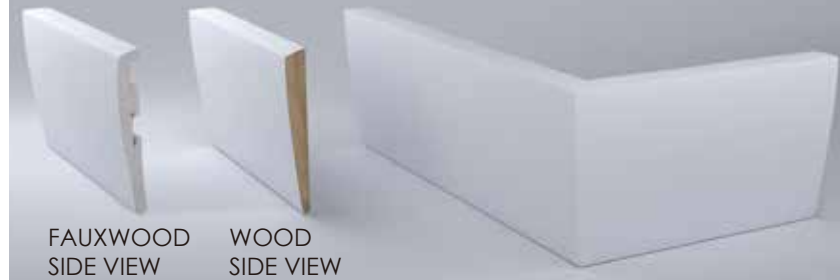
76mm & 114mm MODERN VALANCE



SIDE VIEW

Available in Normandy® Wood

\* 63.5mm Ramp for Fauxwood  
63.5mm & 76mm Contempo for Wood



FAUXWOOD SIDE VIEW  
WOOD SIDE VIEW

\* **63.5mm Ramp Valance for Performance Fauxwood**  
63.5mm & 76mm Contempo Valance for Normandy® Wood

114mm CROWN VALANCE



SIDE VIEW

Available in Normandy® Wood

63.5mm MODERN CURVED VALANCE

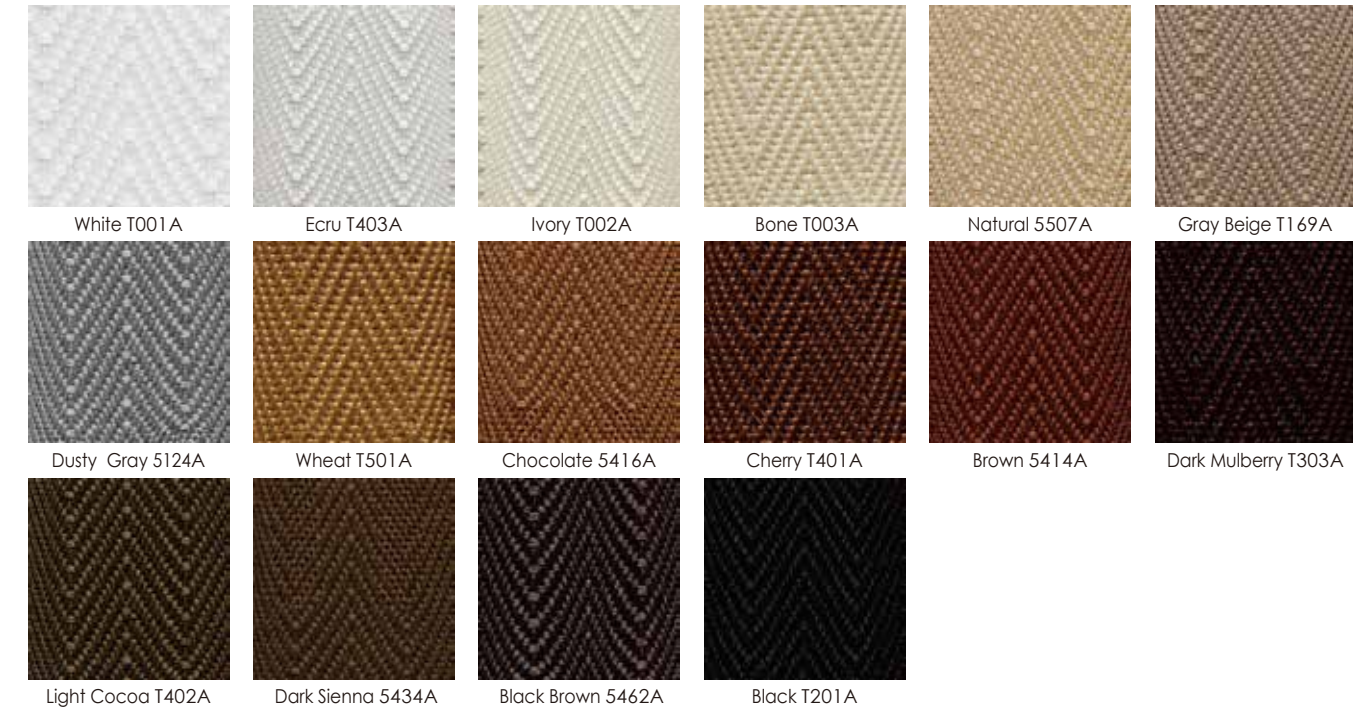


SIDE VIEW

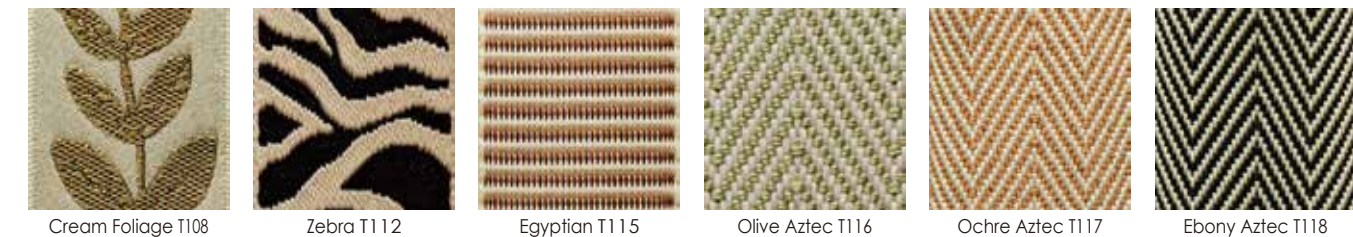
Available in Performance Fauxwood

# TAPES

## SOLID COLOUR TAPES



## DECORATIVE TAPES



All colors printed in booklet are for reference only and may differ from those of our actual products.  
Please refer to our color swatch samples for actual product colors.

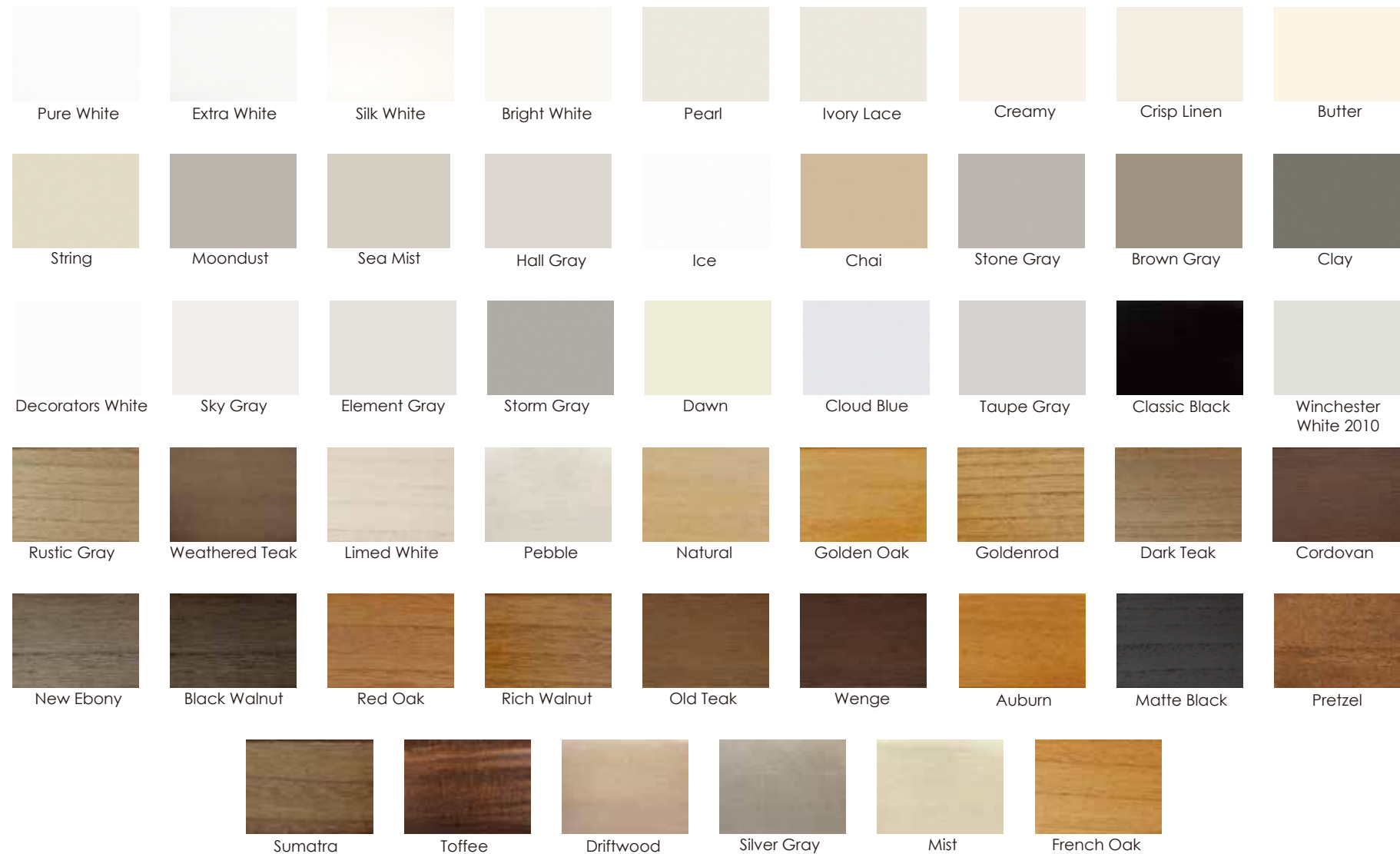


# PALLADIAN SHELF

The innovative solution creates a decorative mounting surface inside an arched window so that our blinds can be installed in the squared window opening below. Palladian shelves are an elegant way to split the curved part and squared part on arched window openings.



# AVAILABLE IN 51 COLOURS



All colors printed in booklet are for reference only and may differ from those of our actual products. Please refer to our color swatch samples for actual product colors.