

Builder/Architect

Special Feature



**Aloha Blinds &
Designs, Inc.**



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By Don Lipper and Elizabeth Sagehorn

Nothing brightens a room like the right window and door coverings. Various types of window shades, blinds and shutters all lend that personalized finishing touch that makes a house a unique and comfortable home. In Oregon, California, Hawaii, Idaho and Washington, savvy shoppers make their first call to Aloha Blinds & Designs, Inc. (ABD).

ABD was originally a division of the Honolulu-based The Hawaii Pacific Group, Inc., a Pacific Rim trading group specializing in home products, goods and services from various markets in Asia-Pacific.

Today, 68% of annual sales are derived from ABD's relationships with the who's who of builders and developers such as DR Horton, Hayden Homes, TRIAD Homes, Roth Built Homes and many others. The lion's share of their business is in the western U.S., including Hawaii, California, Oregon, Washington and Idaho.

The balance of ABD's business comes from new-home buyers and commercial, industrial and remodeling project clients.

According to company President and CEO Kimo Dejon, ABD's success is directly attributable to their ability to "control our own manufacturing. That allows us to realize better operating margins than most of our competitors. Additionally, our direct marketing is intensively focused on volume opportunities where our economies of scale favor our position as a regional provider, instead of just operating in single market. It helps to be geographically diverse!"

ABD's motto is, "We measure, we manufacture, we install ... we do it all!" They are proud to offer hundreds of residential, commercial and industrial services including motorized interior and exterior solar shades, faux and real wood, blinds, mini blinds, cellular shades, bamboo and grass-weave

An investment of around 1-3% of the home's value in custom window and door coverings generates a return on investment of around 5-7%



shades, custom plantation shutters, vertical blinds, smart home technology and all U.S.A.-made products.

Developers and homeowners alike know that window and door treatments add warmth, style, drama and beauty to any room. Whether the style is Colonial, Contemporary, Traditional or Transitional, ABD sets the standard for excellence by providing the highest level of quality and service for their clients. From formal to simple, ABD specializes in innovative styles and functional efficiency to create the perfect window treatment for you and your family.

Builders and developers are learning that when you offer new-home buyers the option of including the window and door coverings in their product sales, it is truly a win-win relationship — not to say anything of the integrity of their respective developments staying attractive for other prospective clients, where normally new homeowners strapped for cash would hang beach towels and sheets on their window until cash flow improved.

Good service is also about choices. Roman shades, natural woven grass weaves or bamboo shades, roller shades, honeycomb/cellular shades, mini blinds, wood blinds, vertical blinds, sheers, custom shoji doors, premium hardwood and vinyl plantation shutters are just a few of the items on offer at ABD.

ABD is dedicated to providing the finest top-quality window and door coverings in the industry. It comes with an all-inclusive price and a lifetime-limited warranty with most treatments.

ABD's personalized service starts the minute they answer the phone. ABD's staff provides all the initial contact, consultative appointment, selection process, installation and warranty customer service. They do not turf out any portion of the process to subcontractors who may try and charge sneaky fees that were not in the estimate. Dejon also believes a design consultation

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can only take place in the client's home or business. A stranger in a home improvement store cannot possibly incorporate the right colors of the walls, floors, furniture and artwork with the window treatments.

Window coverings are also an essential component to preserving your home's or business' value. The sun's rays can do thousands of dollars worth of fading damage to an interior in a very short amount of time. The correct window and door coverings from ABD can actually pay for themselves in 18-24 months.

ABD does not even bother to look back over its shoulder to eyeball the competition anymore. In addition to their own premier private-label brand, the Aloha Signature Series (all American-made products with limited lifetime warranties), they proudly offer five other national brands. "Choice is good for the client," says Dejon. "We know of no regional and independent provider like our company who does this."

Additionally, ABD's brand development and advertising is second to none in terms of percentage of annual sales. They also write hefty checks to support builder associations and various charities. ABD believes strongly in giving back to the communities where they operate.

Dejon is determined to stay ahead of the curve in leading-edge technologies such as "smart-home" products, technology services and systems. "We preach to our builder clients that if they do not prepare, learn and offer their home buyers even a beginner menu of smart-home technologies, then they will be lost in the dust in the coming years," says Dejon. "A builder/

developer cannot follow the curve. They must lead and offer the products and services that will set themselves apart from their competitors, or they will be left behind.”

A smart home integrates all the electrical systems in the house and fully controls them by computerized systems. This might include, but is not limited to, home theater, audio/video, climate control, motorized window and door coverings, telephones, lighting and security. There is no limit to what home automation can do. Smart homes are convenient, energy and cost efficient, fun to live in and indispensable for the disabled. Not to mention, automation adds value to your home — Dejon states that investment of around 1-3% of the home’s value in custom window and door coverings generates a return on investment of around 5-7% — not bad in these days of economic challenges.

Smart homeowners and builders invest in top-quality window treatments because they know that in addition to providing privacy, light control and style to any home or office, they can also save energy. This can be an art and science unto itself, and ABD has conquered the learning curve. “Certification training and hands-on education have gotten us to the point that any smart-home project can be easily managed and implemented without any issue whatsoever,” says Dejon.

ABD’s hand-in-glove approach to customer partnership has allowed them to expand their footprint with their biggest client. This most-favored nation status is the result of ABD’s competitive pricing, timely commitments to installations and warranty fulfillment and commitment to client satisfaction. “Many regional



and national builders have entrusted their needs to our company and we have repaid their trust by following through on our promises,” says Dejon.

Dejon is proud that 58% of ABD’s business comes from referrals and repeat customers. He attributes this to their deep commitment to customer service and satisfaction. “Our clients can count on our fulfilling their service and warranty requirements within 72 hours from the time they call our different offices,” says Dejon.

The icing on the cake is probably ABD’s recent excellence award as “Associate of the Year” from the Builders Association. Chosen from over 900 candidates, it is a prestigious honor, citing ABD for providing the utmost in industry/community involvement, charitable contributions and for supporting a first-class image.

“I feel that says quite a bit about who and what we are all about,” says Dejon. ■



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Visit www.alohawindowcoverings.com or call 1-888-553-3566 for the office closest to you.

