

The COBA Member Spotlight Presented By



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BLINDS & DESIGNS  
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Enhancing the Beauty and Value of Your Home or Business...that is the mantra inherent at Aloha Blinds & Designs, Inc., (ABD) and is fully enforced by its owner and president, Kimo Dejon! It is their mantra, and promise, to its clientele throughout their operations in Hawaii, California and Oregon – and after the turn of the year in Idaho as well. With hundreds of satisfied clients throughout their operating footprint, ABD is looking forward to the market rebounding next year and counting many more customers as happy referrals...happy referrals is what Dejon calls the existing and prospective customer base!

Dejon is the driving force behind ABD's marketing centric and focused operations as a regional provider of custom window and door coverings. From the simple mini blind, 2"faux woods, cellular / honeycomb, elegant plantations shutters and literally



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hundreds of other window and door products, all of ABD's window and door coverings are All American made and come with limited lifetime warranties. Only the company's staff handles the entire process – from initial contact, consultative appointment, selection process, installation and warranty customer service – ABD's tenured staff



provides it all. Dejon states that this is important because so many "design centers" or large home improvement stores actually farm out (pass off)



the installation portion to a handyman or sub-contractors that were not involved in the actual estimate, measuring and choice finalization of the window and door treatment package! In that same vein, it is in the clients home where only an educated and intelligent decision can be made about

which treatments will work correctly. You cannot confirm in a design center or home improvement store the right color scheme of wall paints, carpeting, furniture, artwork and how the new treatments will compliment all that exist in the home or business...quite simply, the showroom has to come to the home or business!

ABD is now spending a good portion of its marketing and sales efforts on the higher end segment of the home market in automation / integration technology – motorized

interior and / or exterior window and door treatments that are fully controlled by computerized systems - which control all other aspects of the home as well.

Home Automation renders the home a "smart home" and integrates all the systems in your house: home theatre, audio, climate control, motorized window and door coverings, telephones, lighting and security. There is no limit to what home automation can do for the owner as smart homes are convenient, energy and cost efficient, fun to live in, and indispensable for the disabled... and equally important - automation adds value to your home!

Home automation is a field within building automation, specializing in the specific automation requirements of private homes and in the application of automation techniques for the comfort and security of its residents. Although many techniques used in building automation (such as light and climate control, control of window and door coverings, security and surveillance systems, etc.) are also used in home automation, additional functions in home automation include the control of multi-media home entertainment systems, automatic plant watering and pet feeding, and much more.

The main difference between building automation and home automation however is the human interface. In home automation, ergonomics is of particular importance and the control-processing unit (CPU) should be largely image-based and self-explanatory.

When home automation is installed during construction of a new home, usually control wires are added before the drywall is installed. These control wires



run to a controller, which will then control the environment. Needless to say, ABD is extremely excited about their foray into home automation and as such, many of the ABD staff have already been trained in the complete scope of this technology. Dejon added that from his perspective – and in all markets where ABD is operating – home automation will be as much a part of a new home as window and door coverings!

ABD's staff is at the ready when prospective clients call for an appointment to discuss window and door coverings. Whether the new client wants to visit the ABD showroom initially and then have the ABD team come to their place with a complete array of samples for the final decision, a consultative approach is always rendered. Dejon states, "We always provide – based on our experience – one to three different avenues for the customer to consider". Incorporated into our recommendations is always the philosophy that you need not look for a perfect match, rather we strive to offer and confirm a complimentary contrast...treatment that will "compliment" all of the other accoutrements in the home or business!

Summarily, providing our clients with the right type of treatments is paramount to our success. For example if the house faces south by southwest...where the prevailing winds come from in Central Oregon and where the sun creates havoc with heat and degradation (fading) of carpeting, wood floors, furniture, etc., we would address that by recommending solar shaded or cellular / honeycomb treatments (which have the highest "R" rating) for maximum insulation properties! Dejon says that most people do not realize what type of destruction the sun can do to the interior of the home or business! On behalf of the



clients' energy concerns and utility budgets, the correct window and door coverings that ABD installs can actually pay for themselves in 18-24 months!

While providing for individual home and business owners is very important to ABD, the company's core business is their successful "builder program" which accounts for almost 65% of their annual sales. ABD counts numerous regional and national builders as prized clients in their portfolio. Proudly, the "who's who" of Central Oregon's builders are ABD clients...such as DR Horton, Hayden Homes, WoodHill, TRIAD Homes and too many others to list. These builders provide their homebuyers with various ABD window and door treatment packages that can be added and integrated into the purchase of the new home!

ABD is always looking at ways to improve their offerings in the market place and ensure its position in various regions by staying ahead of the technology curve, rather than following it. Summarily, when it comes to product, price and service we will ask our prospective client to compare us against the competition – compare our product for the price and how it is followed up by a warranty service...after the sale.

See our ad on the back page of this edition of *Building Central Oregon*.

