



A BEAUTIFUL VIEW

— Even When Your Blinds Are Closed

BY REBECCA SCHNEIDERREIT PHOTOS HEATHER FRITZ

Jeannine Clark just finished organizing a 361-blind installation at a condo block of nearly 100 units. Tough job? Not for her. “Really, it’s just quantity. Service is service,” Jeannine smiles. “You just have to do extra planning to make sure you have everything in place.”

That can-do attitude is typical of Jeannine and her company, 4Twenty Window Coverings. Unpretentious, upbeat, you might call 4Twenty Window Coverings the “girl next door” of blinds — especially since the “4Twenty” name was inspired by Jeannine’s street address. Since Jeannine established 4Twenty Window Coverings in 2008, the company has grown continually, adding new products and expanding to serve new clientele.

That expansion has enabled 4Twenty Window Coverings to become a confident player in the commercial market. “We’ve always served commercial clients,” Jeannine says. “But

now we’ve become very competitive.” Previously, Jeannine’s dedication to Canadian product could sometimes make it challenging to price large hotel or condo orders competitively: recently, however, “our Canadian manufacturers have made some significant changes in order to compete with other manufacturers on those big jobs.” Now, residential and commercial clients alike will both appreciate 4Twenty’s customer service and reasonable prices.

Asked to name the most creative part of her job, Jeannine doesn’t hesitate: “Definitely drapery. The inspiration I get from fabrics and patterns is endless. Often,” she adds, “A family will order all their blinds. They’ll get used to the feel. Then they’ll come back, and we’ll order the custom draperies.” Draperies make an excellent accent or focal point, Jeannine notes. For instance, recent client Erin used drapes to accentuate the high ceilings of her home in Casa Rio Estates. “We did formal drapery

in the dining room, and then we did a California-style soft sheer in the living room.”

Jeannine is careful to work with a client’s style rather than imposing her own: in the case of a family home such as Erin’s, she notes, “you want it to feel casual and relaxed, like there’s a family that plays here.” But while 4Twenty’s products can highlight any décor style or colour scheme, Jeannine does reveal a personal passion for vibrant colour as she raves over Shade-O-Matic’s new lineup of cellular shades and their “magnitude of new colours. Compared to the last book, we probably have 10 times the amount,” Jeannine says. “Rich reds, royal purples, smoky blues — we have everything.”

To efficiently manage 4Twenty’s increasing clientele, Jeannine recently hired a new sales representative, Carey Bursaw. “Every year, we get more and more referrals,” Jeannine laughs. “To keep up with demand, we needed to

grow." Jeannine lists Carey's talents enthusiastically: "friendly, outgoing person with a keen eye for detail. I could tell she was good with colour from watching her, and she's really on the ball when it comes to service." Carey will handle 4Twenty clients in the Martensville/Warman area, allowing Jeannine more time to serve commercial and residential clients in Saskatoon.

Thanks to their new service capabilities and expanded product lineup, there's now more reason than ever for customers in Martensville, Warman and Saskatoon to choose 4Twenty Window Coverings. They'll give you a beautiful view — even when your blinds are closed. FHS

4Twenty Window Coverings
www.4twentywindows.com
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TOP dual concept rollers & custom drapery L-R Carey Bursaw; Jeannine Clark

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