

REFERENCE MANUAL 2017

Illusion  
Blinds



## 1. Minimum and Maximum Blind Sizes

Range	Minimum Width	Maximum Width	Minimum Drop	Maximum Drop
Sense Plus	300mm	2700mm	500mm	2100mm
Delux & Delux Metallic	300mm	2700mm	500mm	3300mm
Fresh	300mm	2700mm	500mm	2100mm

## 2. Fabrics

### SENSE PLUS



SP5513/7013  
Arctic White



SP5523/7023  
Eggshell



SP5528  
Citron



SP5534  
Sand



SP5537/7037  
Fawn



SP5545  
Oyster



SP5553  
Sky Blue



SP5557  
Denim



SP5562  
Spring



SP5571  
Tea Rose

*Actual product colours may vary from colours shown.  
Colours can be verified by requesting a fabric sample book.*

## SENSE PLUS (continued)



SP-5577  
Berry



SP-5548  
Charcoal

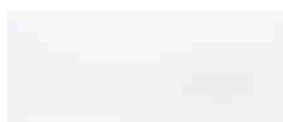


SP-5588  
Chocolate

## DELUX



EX-5523/7523  
Cream



EX-5513/7513  
Cotton



EX-5534/7534  
Chamois



EX-5537/7537  
Honey



EX-5572/7572  
Candy



EX-5545/7545  
Steel



EX-5588/7588  
Mahogany



EX-5595/7595  
Coal

## DELUX METALLIC



EX-M5514/7514  
Silver



EX-M5524/7524  
Crystal



EX-M5535/7535  
Moonstone



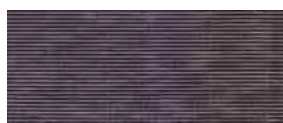
EX-M5545/7545  
Titanium



EX-M5552/7552  
Blue Diamond



EX-M5563/7563  
Peridot



EX-M5588/7588  
Smoked Topaz



EX-M5595/7595  
Galaxy

*Actual product colours may vary from colours shown.  
Colours can be verified by requesting a Fabric Sample book.*

## FRESH



EF-5513/7513  
Snow



EF-5521/7521  
Pearl



EF-5536/7536  
Sandstone



EF-5574/7574  
Dusty Pink



EF-7520  
Parchment



EF-7534  
Wheat



EF-7538  
Butterscotch



EF-754864  
Peacock



EF-755284  
Turquoise



EF-755464  
Aubergine



EF-755654  
Midnight



EF-756464  
Apple



EF-757464  
Magenta



EF-757754  
Merlot



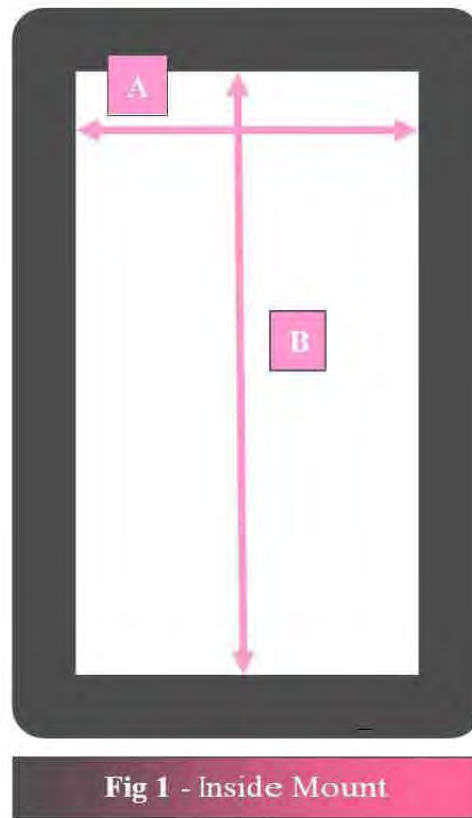
EF-758354  
Mulberry

*Actual product colours may vary from colours shown.  
Colours can be verified by requesting a Fabric Sample book.*

### 3. Accessories

Standard Cord Lengths	Cassette	Bottom Rail	Cord
500mm	Ivory	Ivory	Ivory
750mm	Silver	Silver	Silver
1000mm	White	White	White
1250mm			
1500mm			
1750mm			
2000mm			
2250mm			
2500mm			

## 4. Measuring



### **Inside Mount (Reveal Installation) - See Figure 1**

Measure Inside Reveal at "A" (width) and "B" (drop).

It is important that "A" is measured where the cassette will be installed as it is the widest part of the blind. (The cassette is approximately 30mm wider than the fabric – roughly 20mm the control side, and 10mm on the opposite end).

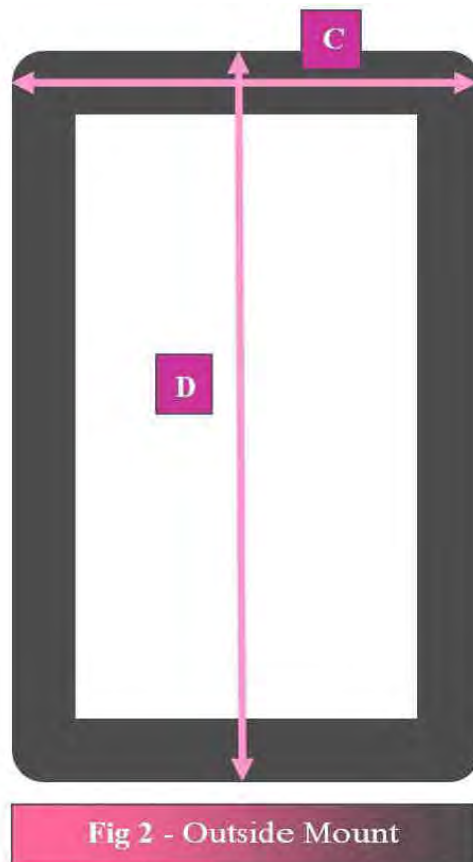
Clearance deduction for the width is 3 – 5mm.

Unlike other roller blinds, the drop measurement is critical to the correct function of the blind.

There is some personal preference latitude here as to whether any deduction is made (If not, bottom rail will sit on reveal).

5mm Deduction  
10mm deduction

*SUMMARY FOR INSIDE MOUNT DEDUCTIONS: Width -5mm. Drop -5mm.*



### **Outside Mount (Face Installation) - See Figure 2**

Measuring for outside mount is not as critical *UNLESS* there are obstructions to take into account.

Measure at "C" from outside of architrave to outside of architrave. **NO DEDUCTIONS ARE NECESSARY.** (Additional width can be applied to ensure fabric covers architrave. For fabric to cover the architrave, the width ordered needs to be approximately 30 - 35mm wider than measurement "C".

Measurement "D" is from top of architrave to bottom of architrave. No deductions are necessary.

If the architraves need to be fully covered by the fabric, the overall cassette width should be ordered with an additional 40mm. The cassette will protrude past the architrave edges at each end by 20mm.

*SUMMARY FOR OUTSIDE MOUNT DEDUCTIONS: None necessary.*

## 5. Packaging

Each blind will be packed individually.  
All brackets, child safety devices, screws and instructions are enclosed.

## 6. Lead Times

14 – 16 days from nominated order placement date by MMA. Orders must be placed prior to 2.00pm each Thursday to be included in the following Thursday dispatch, unless national holidays are incurred. Orders placed on a Friday may actually take 21 days to arrive due to missing the Thursday cut-off.

## 7. Promotional Items

Samples, showroom blinds and demonstration blinds, will be supplied at 50% of the regular wholesale price

## 8. Spare Parts

Limited stocks of parts will be held in Sydney. Parts for repair will be available if required.

## 9. Warranty

Materials and Workmanship are covered for 3 years for normal use of blinds.

Warranty does not include damage from abuse, inappropriate cleaning agents and methods, careless handling, freight, installers mishandling or blinds made outside of recommended sizing.

## 10. Warranty Claim Process

1. Image to be provided to MMA of the whole blind
2. Image to be provided to MMA of the label in the cassette/head box
3. Image to be provided of the actual problem or fault
4. Details of the original order is to be attached to the claim
5. Note which item number on the order that has the issue

Remake can be made prior to factory approval, however this will be invoiced until factory confirmation has been received by MMA.

## 11. Suitable Locations

Illusion blinds look great in almost any situation, however there are some environments that should be avoided.

As follows:-

- a. Very breezy or windy locations as the fabric edges will be damaged
- b. In reach of young children or pets
- c. Where blinds are continually moist as mildew will eventually form
- d. In locations where chemicals are strong, eg chlorine from an indoor pool or spa

## 12. Special Feature

The Illusion blind has a built in counter-weight system in the bottom rail which compensates for any "off rolling" that may occur.

By simply releasing the plastic clips, the aluminium counter weight can be moved in the opposite direction to the "rolling off".



## 13. DYE LOTS

Minor dye lot variations will arise from time to time. Basic precautions should be taken.

### **Within an order**

If blinds are immediately next to each other in the one location, it is advisable to state this when ordering.

### **Subsequent orders**

Should the same colour fabric be ordered at a later date, it is expected that there will be a dye lot variation.

### **Swatches**

When a customer selects a colour, they should be reminded that dye lot variation can happen, and the dye lot of the swatch will not be exactly the dye lot of the finished blinds.

## 14. Disclaimer

The recommendations in this Reference Manual are a guide only. Individual interpretation based on specific jobs will be necessary.

## 15. Ordering

Ordering is now to be done online. To set-up for online ordering please contact MarketMakers Australia Pty Ltd on (02) 4647 2788 or email us on

[orders@marketmakers.net.au](mailto:orders@marketmakers.net.au)