



NEW Spring 2024
OUTDOOR ROLLER SHADES
CUSTOM ORDER PROGRAM



The Coolaroo® Difference

Born from Australia's extreme weather conditions, Coolaroo® fabrics are regarded as the gold standard of premium outdoor roller shades. With unmatched durability, style, and innovation, our new roller shade collection features essential UV protection, convenient operating mechanisms, and sleek accents.

Customize Coolaroo Outdoor Roller Shades to any design with:

- An extensive selection of colors and complementary hardware.
- Seamless style for every setting with effortless, built-to-last mechanisms.
- Unique cool-touch fabric which feels up to 15°F cooler than standard shades.

Elevate every exterior and create a private escape with Coolaroo Roller Shades. Perfect for porches, patios, and pergolas, each outdoor shade is easy to clean, secure, and maintain through every season.

Features



Fully Customizable



Up to 95% UV Block



Furniture Fade Protection



Easy Clean



Insect Control



Mold + Mildew Resistant



Privacy Enhancement



Reduce Glare & Filter Light



Minimize Wind Chill



Rust-Resistant Hardware



3-Year Hardware Warranty



3-Year Fabric Warranty



Year-Round Durability

Premium Options



Best-in-Class Color Retention



Breathable Comfort



Cool-Touch Fabric



Eco-Friendly Fabric



Enhanced Strength



Extended Fabric Warranty



Motorized Lift Operation



Toxin-Free Materials



What's New

- **NOW TAKING AUTOMATIC DEDUCTIONS**

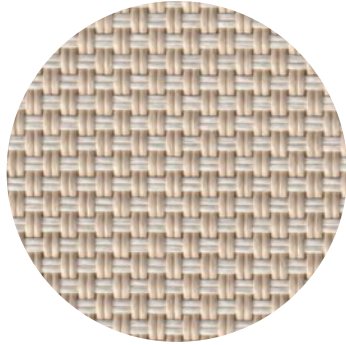
- New on-trend, best-selling colors
- New fabric collections, including Signature+ with HeatShield
- Consistent UV block/Openness across collections
- Discontinued slow-moving colors
- Consolidated top finishing options to standard and cassette

In-store Custom Book

(Where available)



Overview of Fabric Collections

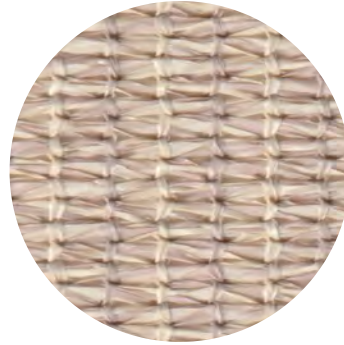


Classic

Formerly Sydney

The Classic line of fabrics delivers style and up to 95% UV protection, keeping harmful rays and intense glare at bay.

Crafted in the USA from high-grade, UV-stabilized, PVC materials, it offers natural hues and distinctive patterns to suit any environment.



Signature

Formerly Outback

Coolaroo Signature's knitted lock stitch redefines durability and breathability. Each color-infused fiber is strategically joined together to block heat, foster air flow, and filter light – all while maintaining day-one vibrancy. Every 100% recyclable fabric is toxin-, lead-, and phthalate-free. With up to 95% UV protection and made from sustainable materials, the Signature range embodies Coolaroo's commitment to eco-conscious quality.



Signature+

Signature+ includes all the features from our Signature fabrics and adds HeatShield, Coolaroo's patent-pending technology which feels up to 15°F cooler than other shades. Signature+ delivers superior comfort, style and strength with up to 90% UV protection – all from environmentally-friendly, toxin-free materials and promises a leading seven-year fabric warranty.

★ = New to Custom

Compare Fabric Features



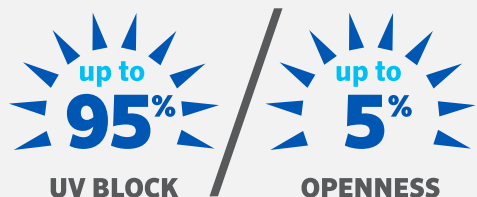
| | Classic | Signature | Signature+ <small>with HEAT SHIELD technology</small> |
|--|-----------|-----------|--|
| Fabric Warranty | 3 Years | 5 Years | 7 Years |
| UV Blocking | Up to 95% | Up to 95% | Up to 90% |
| Furniture Fade Protection | ✓ | ✓ | ✓ |
| Reduce Glare & Filter Light | ✓ | ✓ | ✓ |
| Privacy Enhancement | ✓ | ✓ | ✓ |
| Easy Clean | ✓ | ✓ | ✓ |
| Mold + Mildew Resistant | ✓ | ✓ | ✓ |
| Minimizes Wind Chill | ✓ | ✓ | ✓ |
| Year-Round Durability | ✓ | ✓ | ✓ |
| Assembled in the USA | ✓ | ✓ | ✓ |
| Matte Finish | ✓ | | ✓ |
| Breathable Comfort | | ✓ | ✓ |
| Best-in-Class Color Retention | | ✓ | ✓ |
| Extended Fabric Warranty | | ✓ | ✓ |
| 100% Recyclable Fabrics | | ✓ | ✓ |
| GreenGuard Certified | | ✓ | ✓ |
| Toxin-Free Materials | | ✓ | ✓ |
| Eco-Friendly | | ✓ | ✓ |
| Enhanced Strength | | | ✓ |
| Up to 15°F Advanced Cooling | | | ✓ |
| <small>with HEAT SHIELD technology</small> Cool-Touch Fabric | | | ✓ |

Signature

(previously Outback)

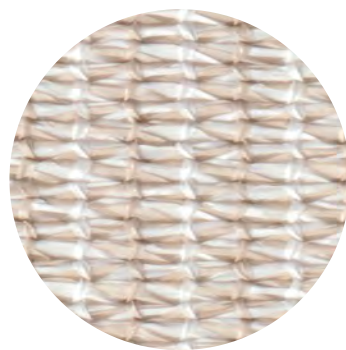
Recyclable HDPE fabric construction

**10 color options,
including 4 new**
(reduced from 15 in Outback)



★ = New to Custom

*Almond has 90% UV Block.
All other Signature fabrics are 95%.



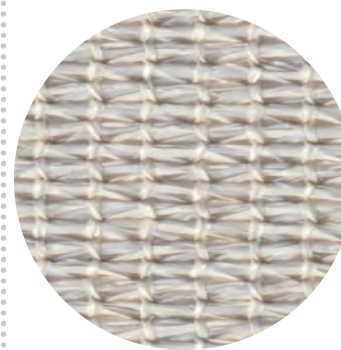
Pebble
#24104



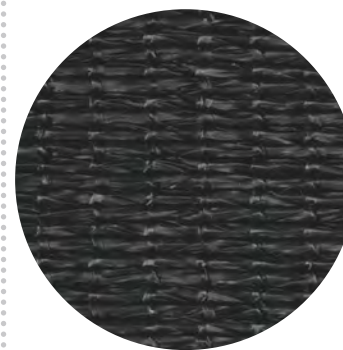
★ Almond*
#24100



Mocha
#24105



★ Stone
#24102



Black
#24108



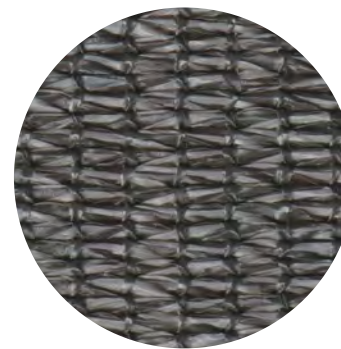
★ Camel
#24101



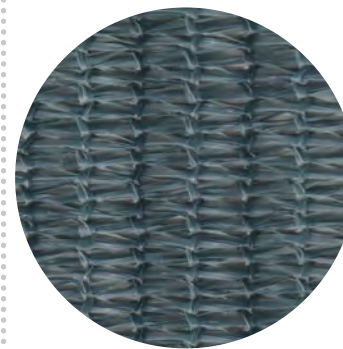
Walnut
#24106



Montecito
#24107



★ Pewter
#24103



Blue Steel
#24109

Neutrals

Browns

Greys

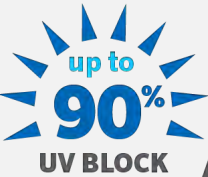
Black/Blue

Signature⁺



Recyclable HDPE fabric construction

5 color options



★ = New to Custom



★ Great Sandy
#24203

Neutral



★ Gobi
#24204

Browns



★ Sequoia
#24201



★ Glacier
#24200

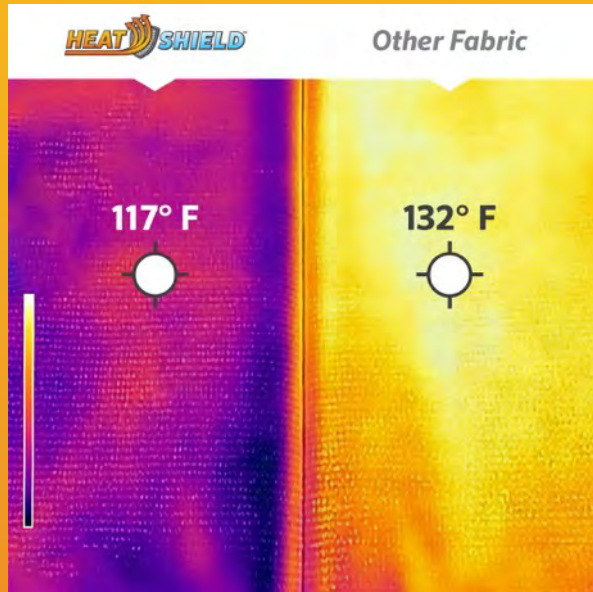
Grey



★ Dartmoor
#24202

Dark Grey/
Black

What is **HEATSHIELD™** technology



HeatShield is Coolaroo's patent pending groundbreaking fabric technology that actively reflects infrared rays to feel **up to 15°F cooler***

**compared to other fabrics*

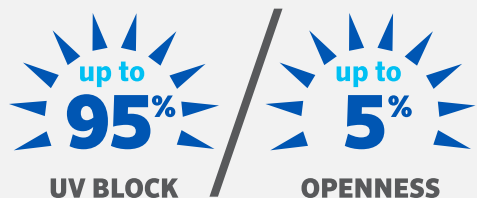


Classic

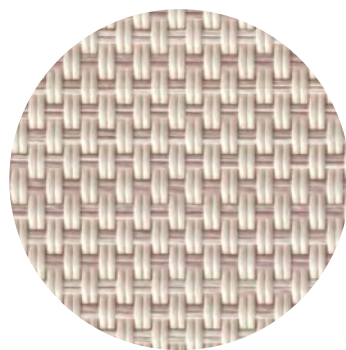
(previously Sydney)

PVC construction

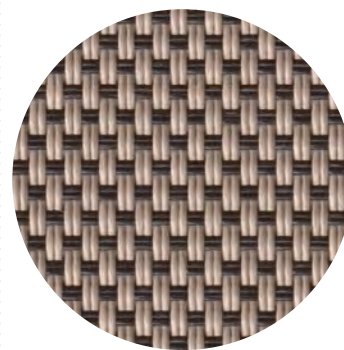
**7 color options,
including 1 new**
(reduced from 14 in Sydney)



★ = New to Custom



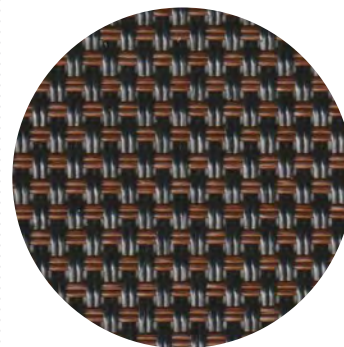
Desert Sand
#24301



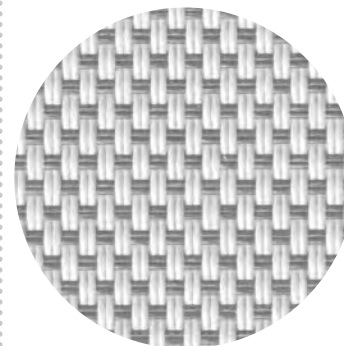
Sahara
#24304



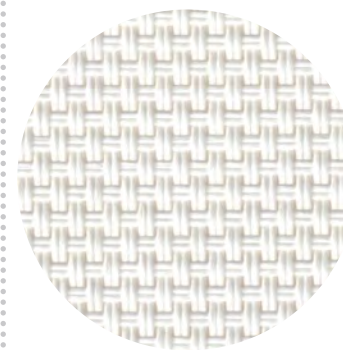
Cabo
#24305



Bronze
#24302



★ Tundra
(replaces Dawn)
#24300



Ivory
#24306



Black
#24303

Neutrals

Browns


Greys

Black/White

Hardware Color Options & Recommended Pairings

Our combinations are fully customizable, but below are recommended pairs.



 = New to Custom

Lift Operation



Left Side



Right Side

Control Position

Continuous Chain Loop and Removable Wand lifts can be operated on either the right or left side. Choose which one will work best for the space.

| | Solar-Powered Motor Convenient, eco-friendly, luxury design with energy-saving benefits | Removable Wand Ergonomic, removable rotary wand handle for smooth adjustability | Continuous Chain Loop Durable pre-attached tension device with an easy-grab, consistent loop length |
|------------------------------|--|--|--|
| Lift Operation Mechanisms | Remote Convenience (control up to 4 shades) | Manual Precision | Manual Precision |
| Power | Solar-Powered Battery | Hand-Powered | Hand-Powered |
| Compatible Finish Treatments | Cassette Only | Standard or Cassette | Standard Only |
| Control Position | Remote | Left or Right | Left or Right |
| Notes | Solar powered battery (low voltage, no electrical work). Pre-set to specific shade size and re-programmable. Multi-channel to operate multiple shades from one remote. | 4 wand sizes (2', 4', 6' and 8') | 4 chain lengths (4', 5', 6' and 7') |

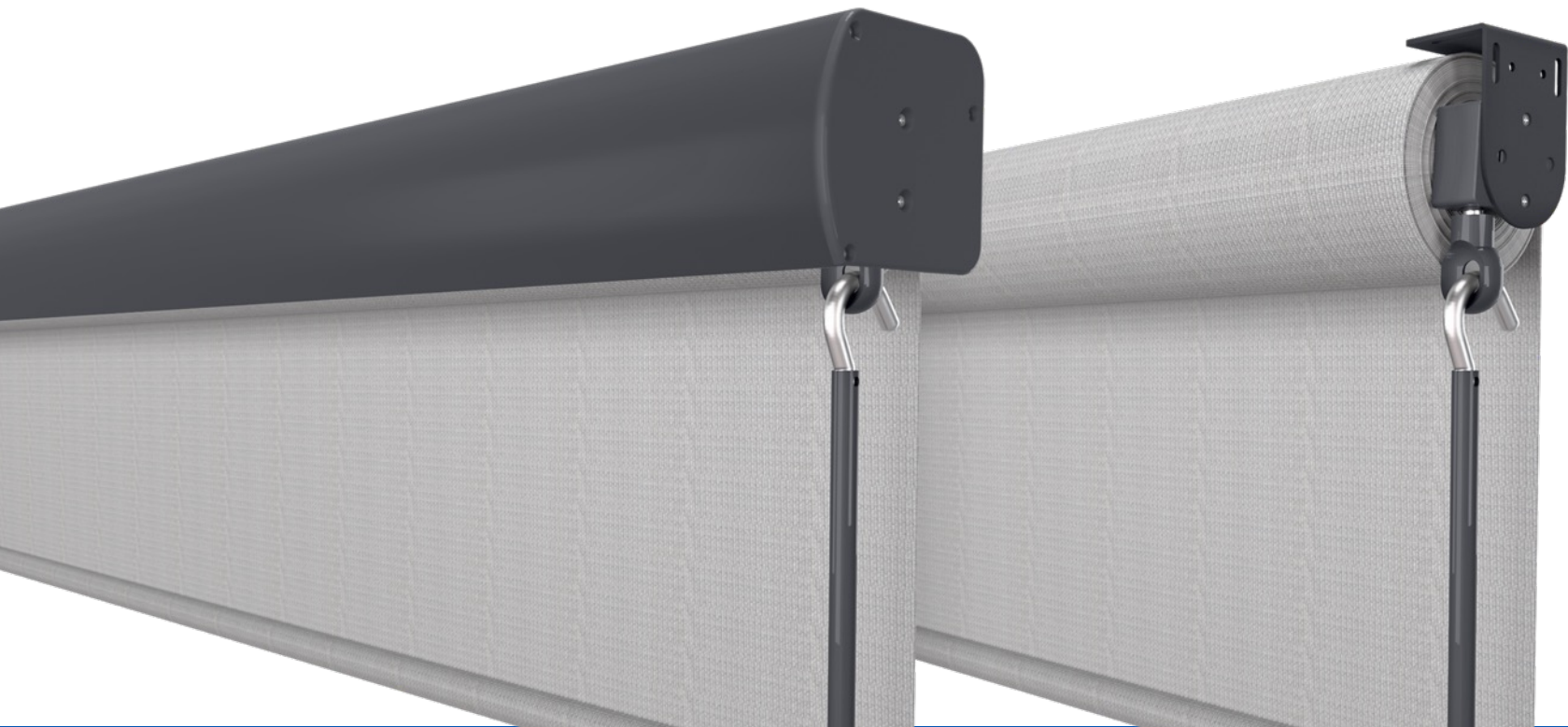
Finishing Coverage

Cassette

Fully-assembled with quick-mount brackets, the aluminum cassette conceals the shade's roll for a sleek look and maximum protection against outdoor elements.

Standard

Keeps the shade roll exposed for a modern, industrial aesthetic to match Coolaroo's in-store, ready-made roller shade collection.



| Lift Operation | Standard Finish | Cassette Finish |
|-----------------------|-----------------|-----------------|
| Continuous Chain Loop | ✓ | - |
| Removable Wand | ✓ | ✓ |
| Solar-Powered Motor | - | ✓ |

Program Changes

- Coolaroo offers Roller Shades as Standard (no Cassette) or with Cassette. Cassette replaces the term Valance as the industry standard.
- Traditional and Contemporary half valances are discontinued.



Introducing 3D Interactive Measuring Guide & Installation

Scan for Quick & Easy 3D Measuring Guide and Assembly Instructions

Coolaroo.com/CustomRollerShades



Shade Position & Measuring

Where and how will the roller shades be mounted?

Choose Bracket Orientation

Depending on the frame depth, Coolaroo offers the flexibility to attach the roller shades to the Top or side Wall of the structure. Just let us know which brackets are needed.

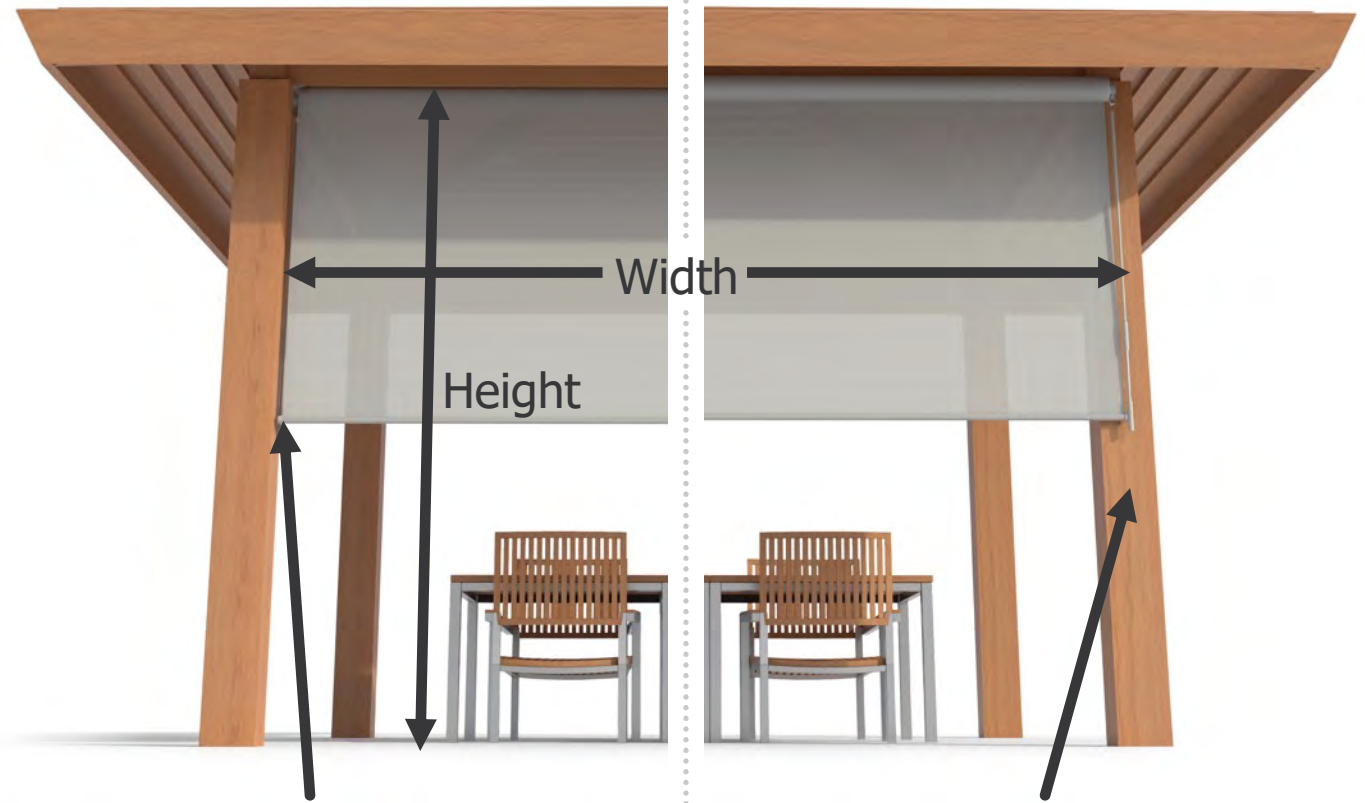


Top Mount



Wall Mount

Choose Mount Placement



Inside

Shades are fitted within the frame and can be mounted as deep or shallow as needed for a sleek and tidy look.

Note: The clearance required for operation creates a slight light gap. This is standard for all inside mount roller shades.

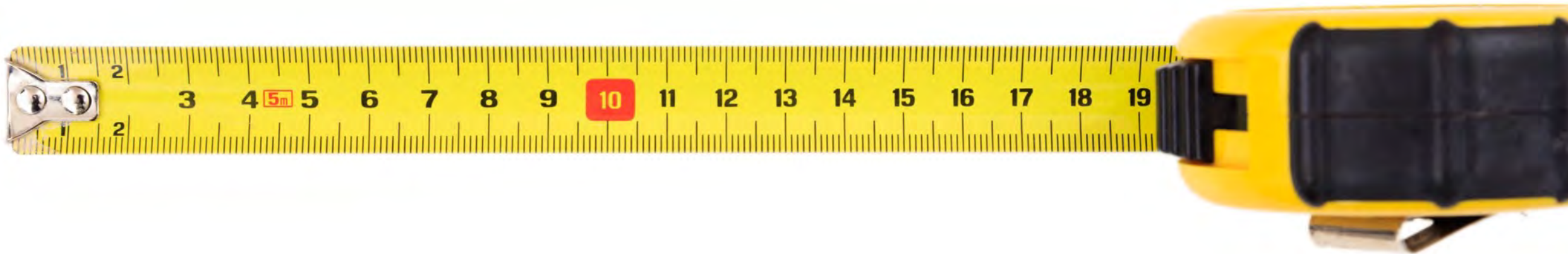
Outside

Shades are mounted on the outside of the frame to provide more coverage, block light better, and make a space feel bigger.

✓ Measurement Checklist

General Tips

- ☐ Provide **EXACT MEASUREMENTS** when placing orders based on the below guidelines. Our makers will accommodate the frame sizing and custom selections.
- ☐ Use a metal tape measure for accuracy.
- ☐ Always round down to the nearest $\frac{1}{8}$ ".
- ☐ Measure every framed space where the shades are being placed. They might look the same, but they could have slight differences.



✓ Measurement Checklist

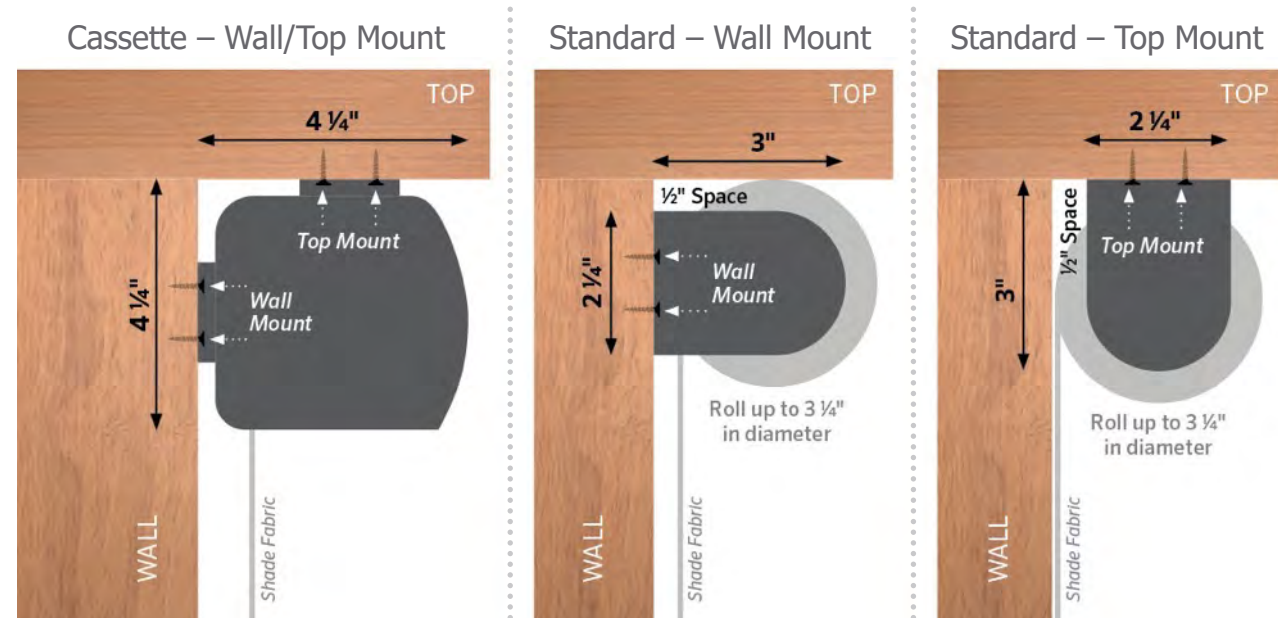
For Inside Mount Installation

- ❑ **WIDTH:** Horizontally measure between the inside edges of the frame to the nearest 1/8" at the **top, middle, and bottom**. Provide the smallest of the three measurements.
- ❑ **HEIGHT:** Vertically measure between the inside edges of the frame to the nearest 1/8" at the **left, middle, and right**. Provide the smallest of the three measurements.

For Outside Mount Installation

- ❑ **WIDTH:** Horizontally measure where the shades should be placed beyond the frame to the nearest 1/8". For optimal glare control, we recommend overlapping the frame by 2" on either side.
- ❑ **HEIGHT:** Vertically measure from where the top of the shade roll should start above the frame to the lowest point the shade should reach when extended to the nearest 1/8".

To help choose the best Bracket Orientation for the space, measure the surfaces of the structure using the guidelines to the right:



Finished Fabric Dimensions

Refer to the chart below to determine the finished fabric dimensions based on your Mount Placement and Lift Operation. The finished width of the shade is equal to the ordered width for Outside Mount. For Inside Mount, 1/8" is automatically deducted from the ordered width to ensure the shade will fit when installed.



Custom Roller Shade Order Worksheet

For each placement of your Roller Shade, complete the sections below and share this information with your retailer to make ordering easy.

SHADE LOCATION 1 NAME (for reference only)

Lift Operation (check one)

☐ Continuous Chain Loop
☐ Removable Wand
☐ Solar-Powered Motor

Control Position (check one)

☐ Left
☐ Right

Mount Type (check one)

☐ Inside Mount
☐ Outside Mount

For INSIDE Mount

Frame Width (nearest 1/4")

Top

Middle

Bottom

Frame Height (nearest 1/4")

Left

Middle

Right

For OUTSIDE Mount

Frame Width (nearest 1/4")

Top

Middle

Bottom

Frame Height (nearest 1/4")

Left

Middle

Right

Bracket Orientation (check one)

☐ Cassette - Wall/Top Mount
☐ Standard - Wall Mount
☐ Standard - Top Mount

Coolaroo Fabric Line (check one)

☐ Classic
☐ Signature
☐ Signature+

Fabric Color

Hardware Color

SHADE LOCATION 2 NAME (for reference only)

Lift Operation (check one)

☐ Continuous Chain Loop
☐ Removable Wand
☐ Solar-Powered Motor

Control Position (check one)

☐ Left
☐ Right

Mount Type (check one)

☐ Inside Mount
☐ Outside Mount

For INSIDE Mount

Frame Width (nearest 1/4")

Top

Middle

Bottom

Frame Height (nearest 1/4")

Left

Middle

Right

For OUTSIDE Mount

Frame Width (nearest 1/4")

Top

Middle

Bottom

Frame Height (nearest 1/4")

Left

Middle

Right

Bracket Orientation (check one)

☐ Cassette - Wall/Top Mount
☐ Standard - Wall Mount
☐ Standard - Top Mount

Coolaroo Fabric Line (check one)

☐ Classic
☐ Signature
☐ Signature+

Fabric Color

Hardware Color

New Measuring Guide Order Worksheet
available for download on Coolaroo.com/CustomRollerShades

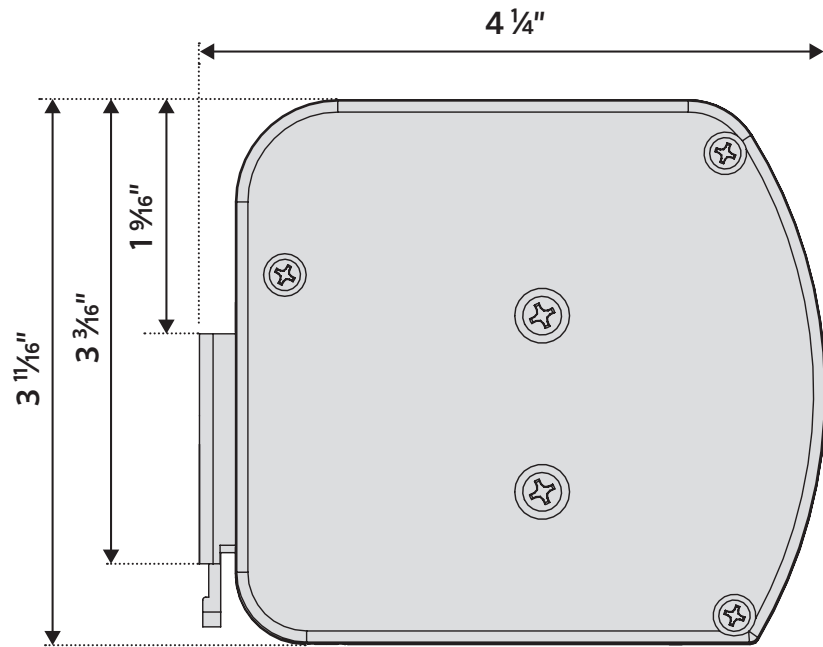
| | Classic Collection | | Signature & Signature+ Collection | |
|-----------------------------------|--------------------|-------------------|-----------------------------------|-------------------|
| Lift Operation | Outside (OM) Mount | Inside (IM) Mount | Outside (OM) Mount | Inside (IM) Mount |
| Continuous Chain Loop | -2 1/8" | -2 1/4" | -1 7/8" | - 2" |
| Removable Wand | -2 5/16" | -2 7/16" | -2 1/16" | -2 3/16" |
| Removable Wand with Cassette | -2 1/4" | -2 3/8" | -2" | -2 1/8" |
| Solar-Powered Motor with Cassette | -1 13/16" | -1 15/16" | -1 9/16" | -1 11/16" |

Coolaroo Custom Roller Shade Program

19 |

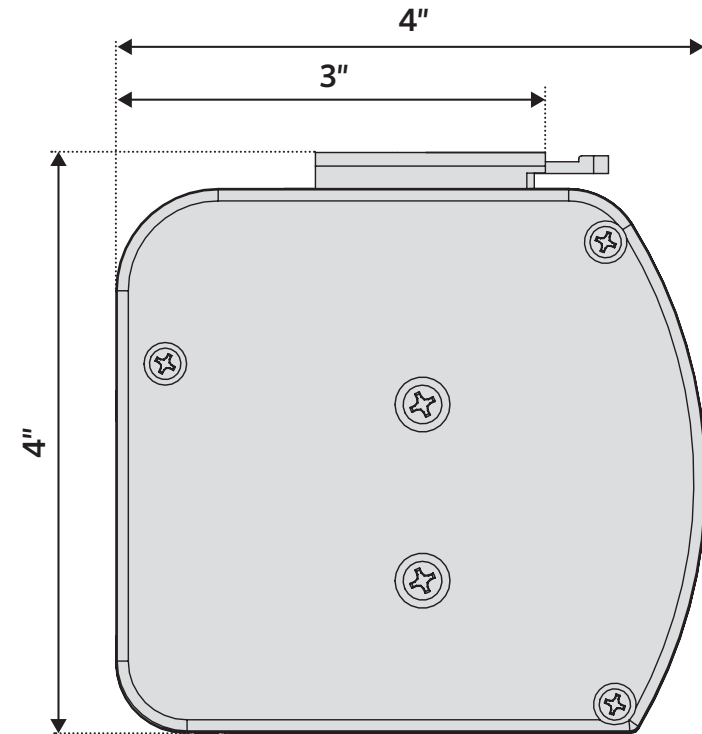
Hardware Dimensions:

Removable Wand/Solar-Powered Motor - Cassette



Wall Mount

Minimum flat vertical surface: 3 11/16"
Projection: 4 1/4"



Top Mount

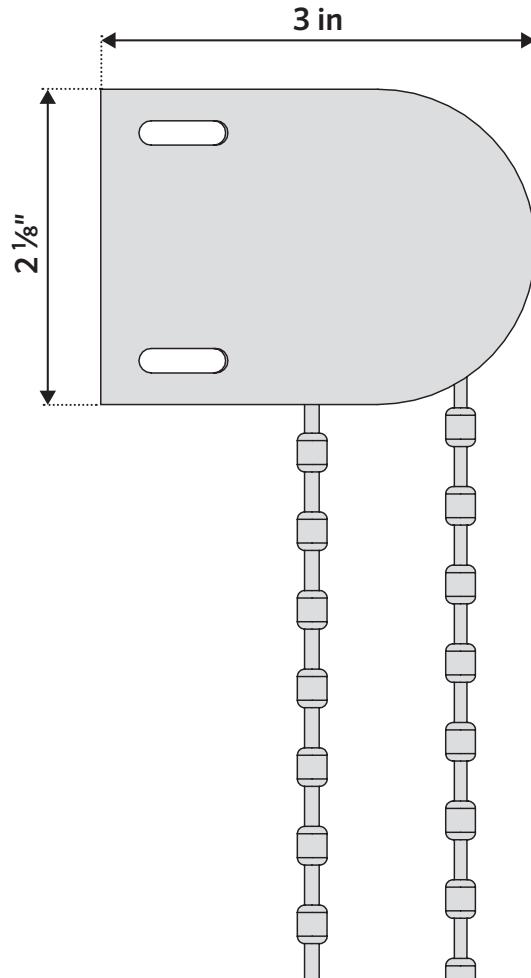
Minimum casement depth: 3"
Minimum fully recessed depth: 4"

Hardware Dimensions:

Continuous Chain Loop - Standard

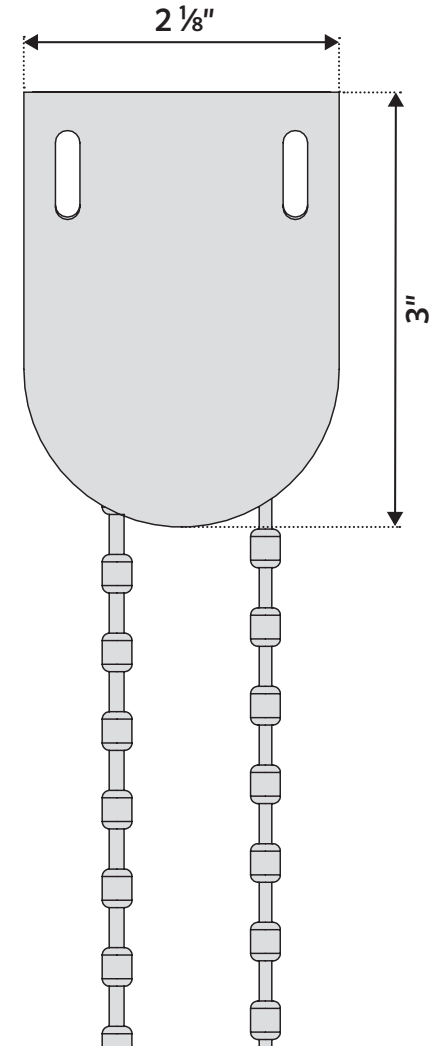
Wall Mount

Minimum flat vertical
surface: 2 1/8"
Projection: 3"



Top Mount

Minimum casement depth: 2 1/8"
Minimum fully recessed depth: 2 1/8"*
*Fully recessed depth varies with the
diameter of the fabric roll when the
shade is fully raised.

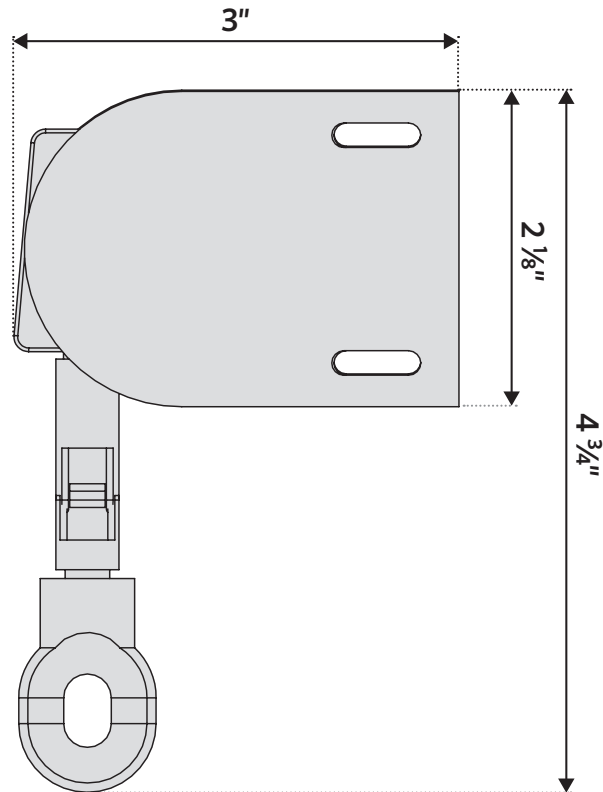


Hardware Dimensions:

Removable Wand - Standard

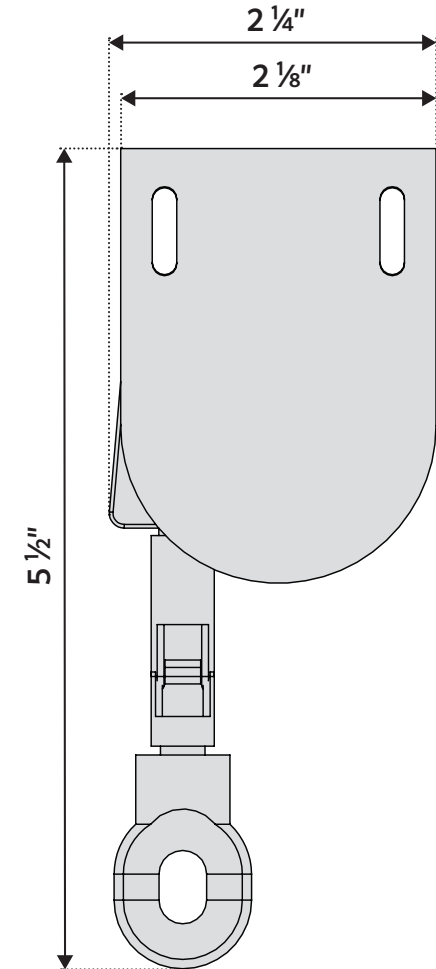
Wall Mount

Minimum flat vertical
surface: 2 1/8"
Projection: 3"



Top Mount

Minimum casement depth: 2 1/8"
Minimum fully recessed depth: 2 1/8"*
*Fully recessed depth varies with the
diameter of the fabric roll when the
shade is fully raised.



Recommended Accessories: Secure Tie Downs



Frame Mount Bungee Receivers

Can be secured directly to vertical structure for easy accessibility and a seamless appearance



Flush Mount Bungee Receivers

Designed to integrate into deck, floor, or any horizontal surface for an elegant, architectural aesthetic

FAQs

Does Coolaroo take automatic deductions?

YES. Coolaroo will now take a 1/8" deduction on all inside mount shades, so only the total width needs to be provided.

What is different about the fabrics?

- Coolaroo has streamlined the fabric selection by adding new on-trend colors and discontinuing less popular ones. As a result, there are now 22 fabric options.
- Also, Coolaroo has updated the fabric collections to Signature (previously Outback), Signature+ with HeatShield, and Classic (previously Sydney). Each collection has a consistent fabric construction and UV openness.

What valance/cassette options are now available?

Coolaroo has discontinued Contemporary and Traditional half-valances. Options for finishing treatment are now Standard (no Cassette) and Cassette.

What is new with the hardware options?

Coolaroo is now offering a Grey hardware option in addition to the existing Black, Brown, Sand and White. Hardware and fabric combinations will remain fully customizable, and Coolaroo provides recommended pairings.

Are there any changes to the lift mechanisms?

No. Coolaroo is still offering Solar-Powered Motor, Continuous Chain Loop and Removable Wand options.

Design Inspiration





Signature Collection in Camel



*Signature+ HeatShield
Collection in Glacier*



Classic Collection in Ivory





Signature Collection in Mocha



*Signature+ HeatShield
Collection in Dartmoor*



We're here to help!

Contact our shade experts with any questions:

1-800-560-4667 | customshade@coolaroo.com

Chat: coolaroo.com/customrollershades