



Truly CordFree™ Roman Shades Safety Meets Style

Warwick, RI – This August Kenney® will introduce its new line of Truly CordFree™ Roman Shades – the first collection of roman shades available in mass retailers with NO CORDS!

Developed in response to the recall by the U.S. Consumer Product Safety Commission (CPSC) and the Window Covering Safety Council (WCSC) recall of 50 million window coverings in 2009, the new Roman Shades have no hazardous or unsightly cords of any kind. According to a recent CPSC publication, it has been reported that about once a month a child between seven months and 10 years old dies from window cord strangulation and another child suffers a near strangulation. (<http://www.cpsc.gov/CPSCPUB/PUBS/5009a.pdf>)

Roman Shades are an effective window treatment for anyone who wants a fashionable appearance and control of natural lighting. The new roman shades from Kenney are designed with several innovative features that make them attractive for parents, grandparents, allergy sufferers and those concerned with heating and cooling costs.

The Roman Shades achieve truly cord-free operation by a simple twist of a wand that evenly lifts and lowers the shade. The wand can be installed on either the right or left side of the shade, allowing for easy access and operation. Other roman shades have been marketed as cordless, but many of these products still have exposed cords, and children can still reach them and become entangled.

Kenney's new Roman Shades are designed with an innovative mounting system that allows for the common inside or outside styles of mounting, but also offer an exclusive mounting design that allows a hybrid mount. This energy efficient installation style places the mounting hardware within the window opening and allows the fabric to drape very closely to the face of the window casing. This is intended to decrease the thermal transfer from the window surface to the room's interior. Each shade contains all required hardware and a mounting template to simplify installation.

Kenney's Roman Shades are made from a variety of fabrics, as well as faux jute and natural materials such as bamboo. The fabric panels are removable and offer easy cleaning to reduce dirt and allergens. Select fabrics are machine washable, and others that are made from completely natural materials, such as bamboo, can be easily wiped down.

The Truly CordFree collection also offers light filtering, insulated, and thermal blackout fabrics. The insulated and thermal blackout shades can reduce the energy lost through a window up to 35%, having a significant effect on energy consumption used to heat or cool a home. The thermal blackout shades also block more than 99% of natural light and are perfect for bedrooms or other locations where darkness is desired.

Kenney's Truly Cord Free Roman Shades are a cost-effective way to update the style or change the look of a room. Suggested retail prices range between \$30 and \$60, depending on size and fabrics.

Kenney Manufacturing Company, headquartered in Warwick, Rhode Island and established in 1914, is a manufacturer and distributor of drapery hardware, window covering and bath products.

Truly CordFree™

TWIST TO LIFT

A simple twist of a wand and the shade lifts and lowers easily.



HYBRID MOUNT

Innovative mounting option minimizes light gap and maximizes insulation



EASY CLEANING & ALLERGEN REDUCTION

Removable fabric panels

