

## **Blinds Express Expands Product Offering With New Comfortex Window Fashions Cellular Shades**

*Leading online window coverings retailer Blinds Express now offers top down-bottom up cellular shades from Comfortex Window Fashions. The new cellular shades allow homeowners to customize light control quickly and easily.*

April 14, 2009 (FPRC) -- ROCHESTER, NY -- Blinds Express, a premier online window coverings retailer, recently announced that it has expanded its product offering to include new cellular shades by Comfortex Window Fashions. The new top down-bottom up shades feature the signature Comfortex ClearVu design, which positions lift cords near the outer edges of the shades, allowing homeowners to enjoy the widest, most unobstructed view possible. Cellular shades offering the ClearVu technology provide up to 45 percent better views when compared to similar shades from the competition.

A division of Window Flair, Inc., Blinds Express offers a wide selection of window treatment coverings, including blinds, shades and shutters. By partnering with some of the most popular window covering manufacturers in the world, including Hunter Douglas, Kirsh and Graber, Blinds Express is able to offer its customers competitive prices on quality window treatments. In addition to window coverings, Blinds Express also offers a wide selection of area rugs and floor coverings.

"Now our customers have an even greater selection of high quality, durable and easy to use window covering solutions that are perfect for every home or office," says Thomas Williams of Blinds Express (<http://www.blindsexpress.com>).

Blinds Express' new Comfortex cellular shades give homeowners the flexibility to customize their view and light control. Additionally, the shades can be conveniently lowered from the top down or raised from the bottom up. This special design is only available on Comfortex cellular shades with a maximum size of 48 x 72 inches.

Customers can select from more than 190 different fabrics, as well as from a variety of styles including Fanfare™ blackout, Metro™ flame resistant, Acoustics® double honeycomb, Matinee™ room darkening, and more. The wide selection of styles gives homeowners the option to choose the best window covering to meet the specific needs of each room.

Founded in 1986, Comfortex Window Fashions is a leading manufacturer and fabricator of custom window treatments. Through its global distribution system, Comfortex supplies high quality and innovative window covering designs to more than 15 countries around the world. In addition to new Comfortex cellular shades, Blinds Express also offers a wide variety of Comfortex blinds, including their most popular style, the Woodwinds Reed.

"Comfortex is one of our leading manufacturers, and it is no surprise that its new cellular shades are some of the most versatile and innovative window coverings available. Because we are continually updating our window treatment offerings, our customers repeatedly come back to Blinds Express every time they need to buy blinds online," says Williams.

About BlindsExpress.com: BlindsExpress.com (<http://www.blindsexpress.com>) offers a wide variety

of window blinds, window shades and shutters from the world's most popular manufacturers, including Bali blinds, Comfortex blinds, Graber blinds, Hunter Douglas blinds, Kirsh, Levolor blinds, and Norman Shutters. For 36 years, its Rochester, N.Y.-based parent company Window Flair Inc., has been a leader in the retail window treatment, and carpet and flooring business.

**Contact Information**

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