10-11k people

Mix of clients, brochure downloaders, enquiries.

Mix of content.

Initial email is to cold-ish data.

First email on insulation.

Key topics

* Energy bills
* Insulating windows
* Sound insulation
* Extend the life of your shutters/blinds
* Award
* How much do blinds cost
* Where do your blinds come from
* Blackout vs dim out (most complaints in the industry)
* Dim out rollerblind most popular - gaps around the edge - 20-25mm gap - light comes in through it. Colour makes no difference. It’s the backing. Blue wont’ reflect artificial light back into the room. White wlll. Roller blinds usually curl at edges - especially with two different fabrics. Duette fabric - honeycomb doesn’t curl. Width at side is only 4-5mm. Can get strip down side for many windows. Better insulator. - see blog getting a good night’s sleep. Shutter and shade product - shutter allows little light in. Dim out blind behind shutter. Best room darkening and insulation.
* Appointment only showroom - why? Undivided attention. Personalised service. Only 5 of us. Edinburgh.
* Featured blind/shutters - spotlight on product.
* All shutters get measured but not get designed. Awful shutters - badly fitting.
* Plastic vs wood - which should you choose? Java range solid ABS (plastic type) very tough. Used for motorbike areas. For humid areas. Wet rooms. Swimming pools etc.
* Downsides of vinyl. Vinyl is waterproof. Vinyl as assembly of components is not waterproof. Water can seep in. Hollow platics with cap on the bottom. Water can get in between. Capillary action - water gets sucked in. Shutters go mouldy on the inside. Hollow vinyl is extruded product - can be scrtahes on surface. Skump lines where it cools and doesn’t look great. UPVC - to match windows. Scores in them. UPVC can yellow over time. UV resiatnt coat to prevent yellowing. Nothing UV proof.

Big decision - how many panels - the more panels the smaller the panel, the smaller the space it takes up on the wall, the smaller the radial sweep (space you need to open and close)

Hinged, open and close them. Mosy people keep them closed. Different range of timbers, heavy to light. MDF is heavy. Inside the frame they are supported. When open they are unsupported.

Pay more - go for lighter timber. Otherwise strain on hinges, drop and not shut and open easily.

To enjoy the view. Most wonderful views - gable shutter gallery - scotland is stunning. 114mm lourve shutters because wider louvre wider the gap to look through. 89mm view is not interrupted. Wrapping them back you lose UV protection and light control.

The borders - See down the valley, east facing window, morning room, drink coffee read times, protect soft furnishings, measured furniture positioning, 5 panels, 2 left 3 right, loved them, called weeks later, they were gith I don’t wrap them back. Would have less wood - wide lourves and fewer panels. She could have had a better design - listen to the experts.

Alt tags - always say by The Scottish Shutter Company

Title -