



ALTA
WINDOW FASHIONS

design simplified

ROLLER

SHADES



design simplified™

Let your windows show you the world of streamlined design and efficient elegance with the crisp, clean look of Roller Shades. Whether you are at home in mid-century modern, or classic traditional, our designer-savvy versatility gives you endless options to tailor your space.

Welcome home.

ROLLER SHADES

by Alta



Roller Shades with Automation
BRILLIANCE LIGHT FILTERING | Copper RD8-10



Roller Shades with Automation
AQUA-TEX SEMI-SHEER | Black AF020-06



IT'S A MATERIAL THING

Fabric is the foundation. From earthy textures, pristine neutrals, or rich colors...we have an array of choices ranging from energy-efficient to cost-efficient, from high-design to high-performance.



sea turtle approved!

Our Aqua-Tex Collection, a high-performance solar control fabric upcycled from recovered ocean plastic, reduces tons of ocean pollution and saves hundreds of thousands of sea animals every year. Now that's making waves.

TAILOR MADE

It's all about you. With limitless design options from semi-sheer to total blackout, from high-performing fabrics to sleek treatments, we have a style as unique as you. And don't forget about our tech-savvy automation to navigate the ups and downs of your best roller shade life.



go big and stay home

Adding keystone details to a fabric cornice gives your design extra flair, while allowing the extra length you need to cover even your widest windows. After all, they're a big deal.





Roller Shades with Automation
ALPINE BLACKOUT | Caraway AB030-03



Roller Shades with Automation and Panel Track with Wand Draw
LAVISH LIGHT FILTERING | Shadow White AF033-04
Banded Shades with Automation
LAVISH FILTERING | Shadow White DS50-8402



GO WITH THE FLOW

Different windows in a single-sightline? Good news... we've got you covered. Roller, Panel Track and Banded Shades, all tailor-made with the same or complimentary fabric, ensure consistency, filtered light at your levels, and a streamlined look.



pro tip

Choosing a shade in the same color as the walls puts focus on your furniture, while a contrasting color brings design drama. Playful or neutral, open-concept spaces require one spectacular "it had to be hue".

RAISING STANDARDS

Out with the cords, in with the new. Our many child-safe systems lift and lower your shades with ease. From our easy-breezy Cordless Lift and affordable PowerWand™ to our various automated systems, our cord-free options are crafted for your peace of mind.



play it safe

Our award-winning innovations put safety first so you and your family can put fun first. Thanks to our extensive research and elegant aesthetic, healthy boundaries never looked so good.



Roller Shades with Automation
FUJI LIGHT FILTERING | Pale Gold AF014-01

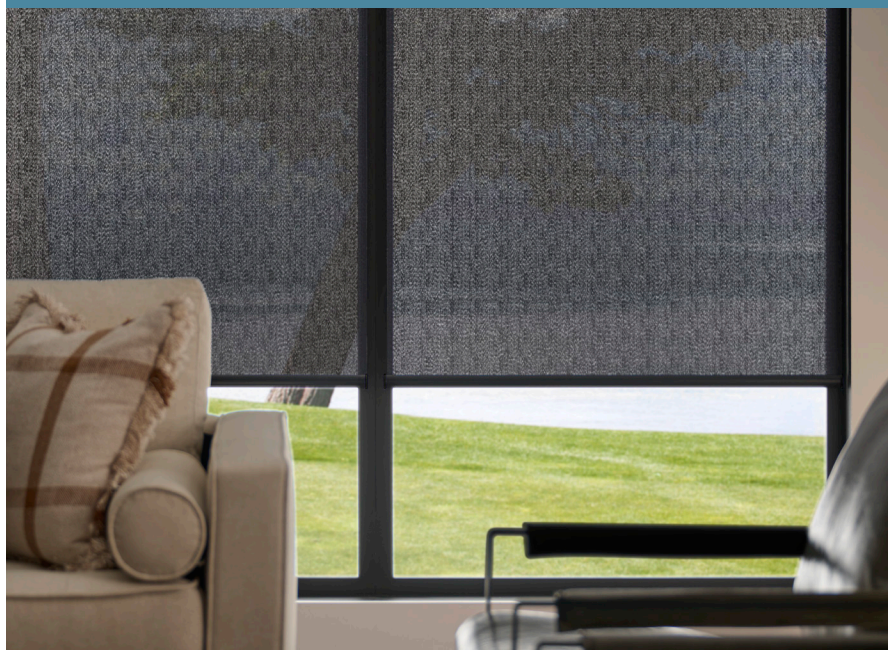
FABRICS? WEAVE GOT THEM

With an abundance of durable, elegant textures and opacities to choose from, you decide how and when to let the sun shine in. Our energy-efficient fabrics - with budget and privacy options galore - make sure your rooms are beautiful and cool, like you.



Roller Shades with Automation
ALPINE BLACKOUT | Caraway AB030-03

SEMI-SHEER / LIGHT FILTERING



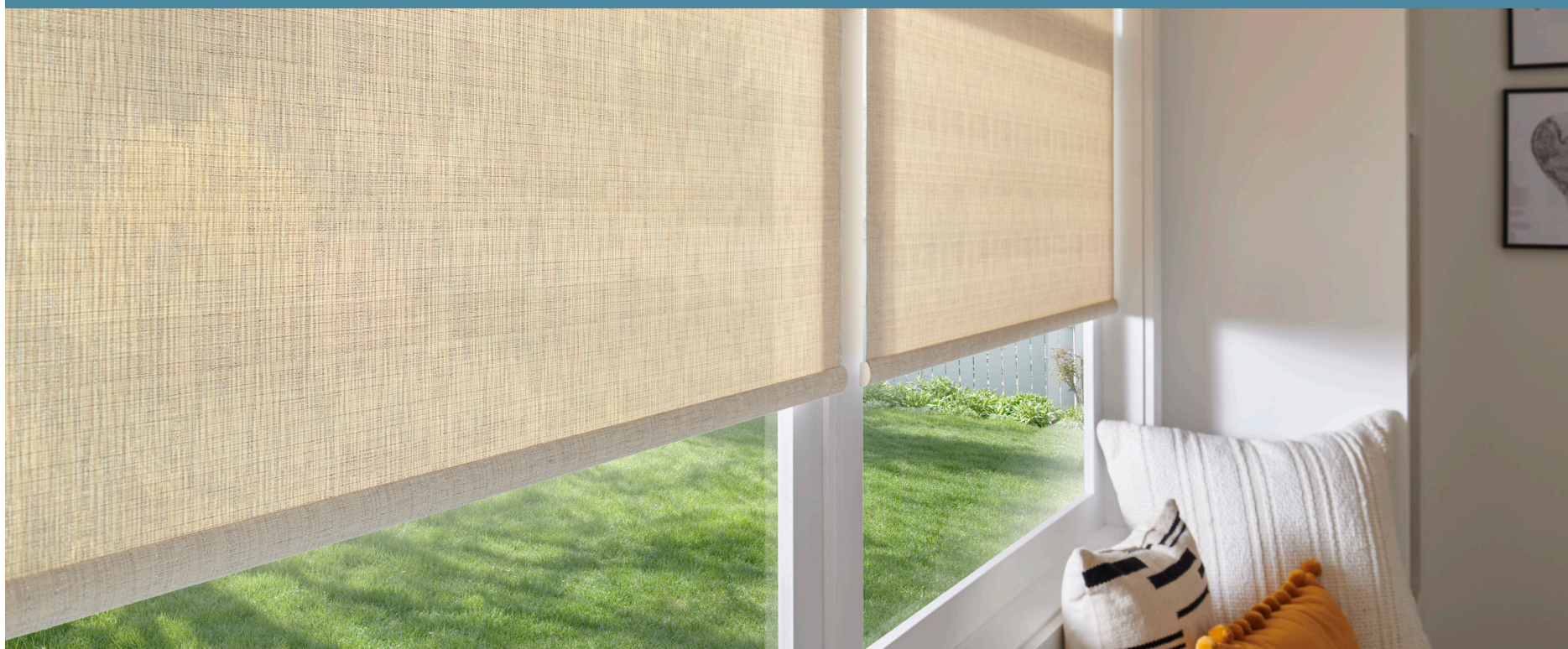
- Semi-Sheer fabrics softly diffuse light while offering minimal privacy. Images, shapes and people can be seen with some clarity.
- Light Filtering fabrics diffuse sunlight and help reduce glare. Provides a moderate degree of privacy as only shadows will be discernible.
- Energy efficient, reduce cooling costs and lower environmental impact.
- Gain more control over light levels in your space.

ROOM DARKENING / BLACKOUT



- Room Darkening fabrics dramatically reduce light and provide privacy against most direct light. Images, shapes and people are not discernible.
- Blackout fabrics provide the ultimate in light control and privacy; perfect for bedrooms, nurseries, or media rooms. Pair with side channels or privacy light block for additional light control.
- Help keep utility costs nice and low.

FABRIC TEXTURES



- Sea grass and linen textures echo natural beauty.
- Intricately woven mesh makes a statement.
- Diffuses or completely blocks light with flair.
- Add aesthetic appeal with a range of materials and opacities.

SCREEN TIME

Binge on this! Screen fabrics are durable and diverse, with four opacity options, a robust cast of colors, and a crowd-pleasing range of prices. Easy to maintain, they're a must-have for high-performance, high-style textures, and a high-five happy ending.



Roller Shades with Cordless Lift
4% S SCREEN | Porcelain RS150-01



Exclusive to SheerWeave® fabrics, Microban antimicrobial protection actively suppresses the growth of bacteria, mold and mildew for the life of the shade.



Many of our fabrics are GREENGUARD Certified, meaning they have been tested to ensure that their chemical and particle emissions meet acceptable indoor air quality pollution guidelines and standards.

Scan the QR codes on the sample decks for availability.

SCREEN A LITTLE OR A LOT

Enjoying the view? 10% screen. Less is more? 1% screen. This screen or that screen and even choices in-between.



shade selection

A dark color provides a dramatic contrast, crisp view and reduces the glare on the windows. A light color bounces more light and heat, to increase efficiency, but softens the view.



do not disturb

Even the most densely woven screen fabrics can't provide 100% privacy at night with interior lights on. If total privacy is your priority, screens won't suffice, but blackouts are nice.

BLISS ASSIST

Elegance meets ease with our tech-savvy BLISS™ Automation...smart-home innovation that lets you control your shades from anywhere, from a smart device or remote. It'll change the way you see your shades.



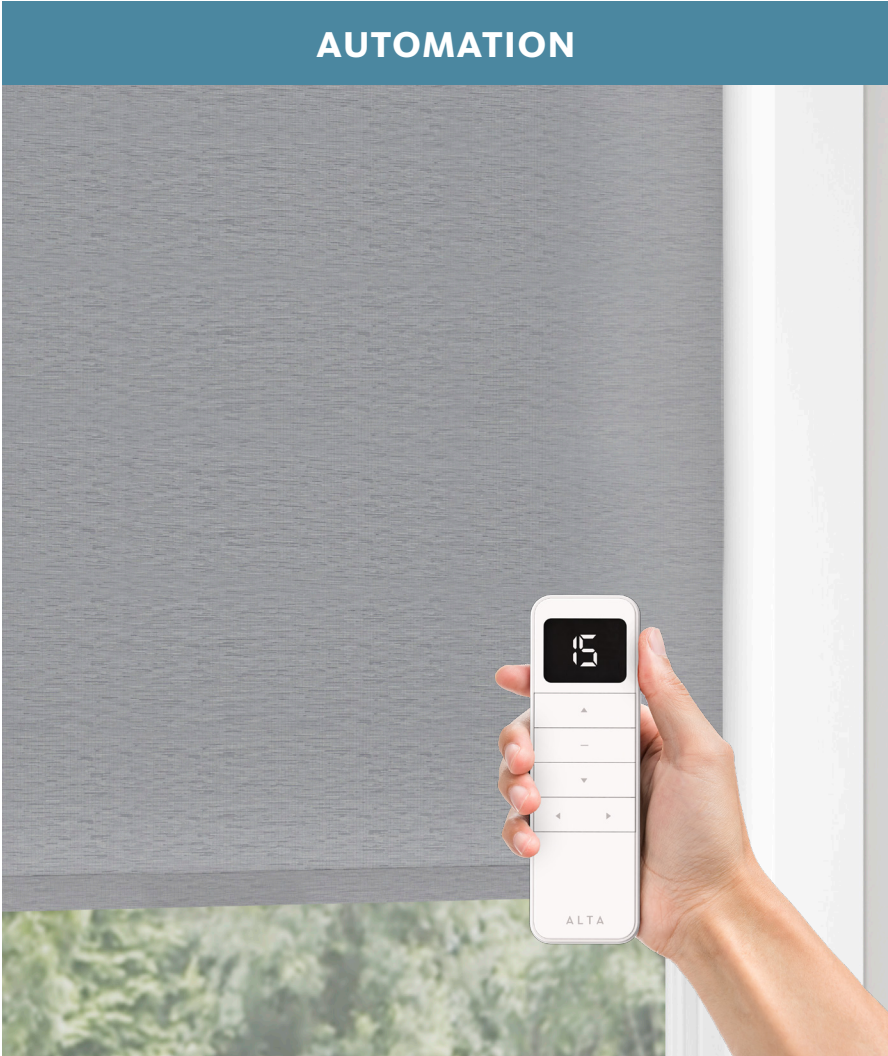
BLISS[™]
AUTOMATION
by ALTA

Discover how BLISS
enhances your home.



ADVENTURES IN AUTOMATION

We've raised the roller bar with our automation systems. From the wirefree convenience of rechargeable motors to the power of voice control operation, to being compatible with existing smart home technology, at home or away, automation makes life easier.



AUTOMATION

The ultimate in ease and convenience, our automated systems control all of your shades with a remote, an app on your smart device, or even your voice.



POWERWAND

The PowerWand lifts and lowers shades with the touch of a button. PowerWand is affordable and rechargeable, too.



At Alta, we want our treatments to treat you well. That's why our focus is on safety, convenience, and reliability. Beautiful form meeting beautiful function, through stellar advancements in automation. Scan QR code to learn more about our latest control options.



OTHER CONTROL OPTIONS

CORDLESS LIFT



No tug required - achieve desired amount of privacy and light with effortless positioning. Lift and lower shades with a gentle push or pull on the bottomrail.

TOUHLIFT CORDLESS



Lower the shade by gently pulling the bottomrail down. Raise the shade gently and automatically by giving the bottomrail a slight tug and release.

CONTINUOUS LOOP CONTROL

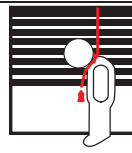


Operate the shade by pulling on a beaded chain to position the shade exactly where you want it. A tensioner keeps the loop at a constant length and eliminates dangling chains for enhanced safety.

Canada only: Continuous Loop Control with Stainless Steel Chain and SafeTGuard

⚠️ WARNING

⚠️ ADVERTENCIA



Window Blind Cord Strangulation Risk

Window Blinds with a damaged or loose tension device or retractable cord that fails to fully retract pose a strangulation risk to children. To avoid this potential strangulation risk, consider purchasing cordless products or products with inaccessible cords.

Riesgo de Estrangulamiento en Cuerdas de Persianas

Las persianas con un dispositivo tensor suleto o danado o con una cuerda retractable que no se ajusta completamente representan un riesgo de estrangulacion para los niños. Para evitar un posbiel riesgo de estrangulamiento, considere comprar productos inalámbricos o productos con cuerdas inaccessibles.

⚠️ WARNING

STRANGULATION HAZARD - Young children can be strangled by cords. Immediately remove this product if a cord longer than 22 cm or a loop exceeding 44 cm around becomes accessible.

⚠️ MISE EN GARDE

RISQUE D'ÉTRANGLEMENT - Les enfants en bas âge peuvent s'étrangler avec des cordes. Enlevez immédiatement ce produit si une corde mesurant plus de 22 cm devient accessible ou si le contour d'une boucle de plus de 44 cm devient accessible.

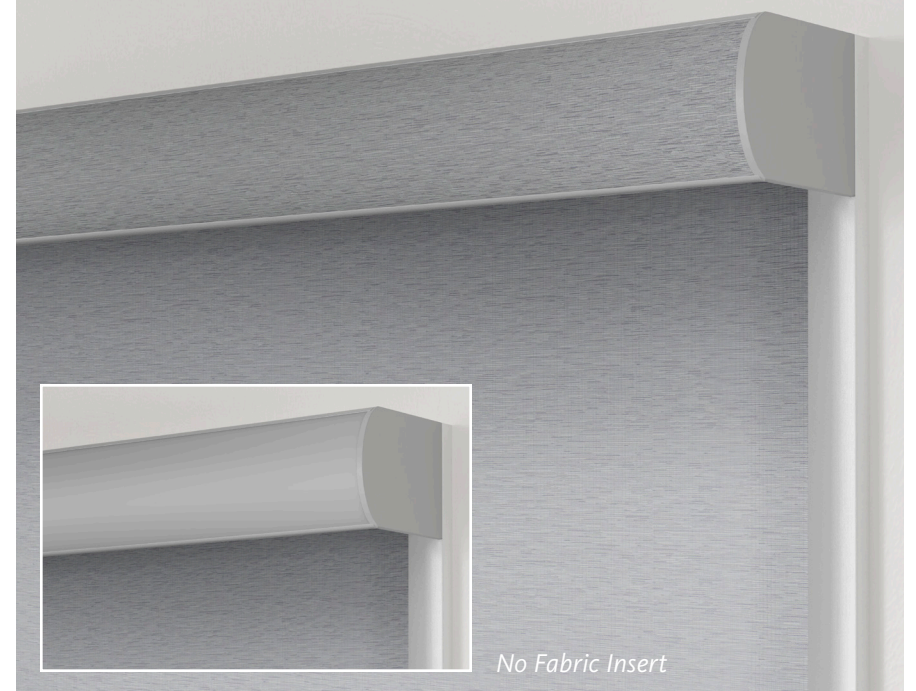
TOP TREATMENTS

SQUARE CASSETTE



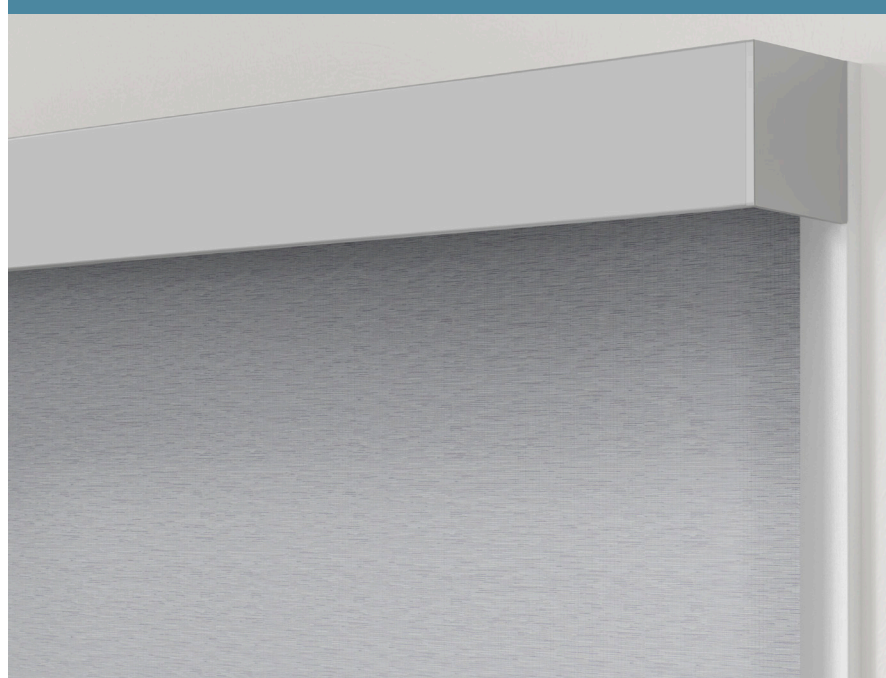
Square cassette hides the roller mechanism and is available in a fabric-wrapped or non-fabric wrapped option.

CURVED CASSETTE



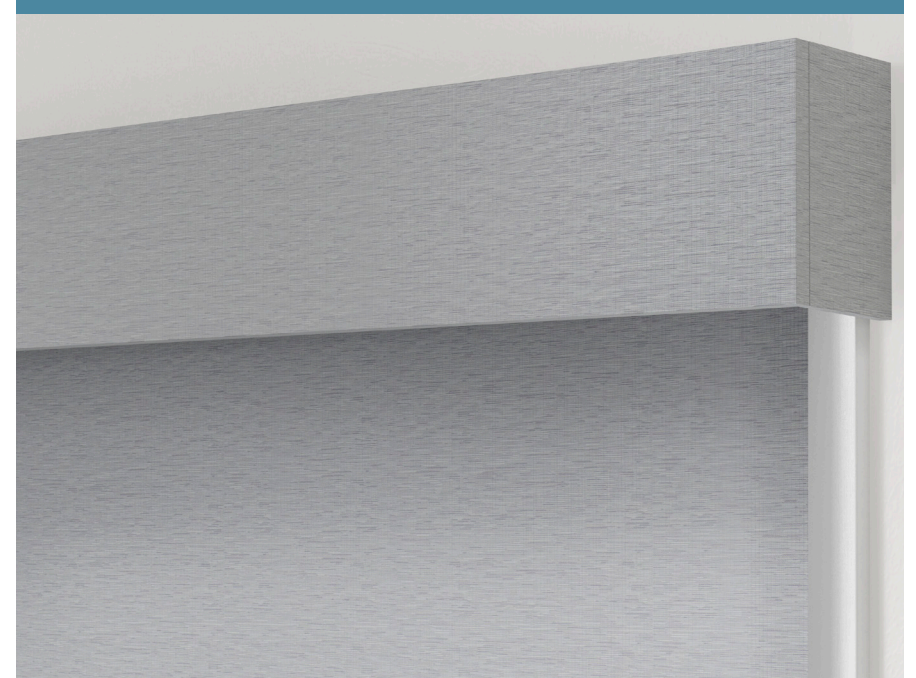
Curved cassette hides the roller mechanism and is available with or without a matching fabric insert. Available in medium and large.

FASCIA



Fascias feature a flat, painted profile for a clean look. Available in 3" and 4".

FABRIC CORNICE



Generous in size and gorgeous in style; available in 4", 6" and 8" heights. Optional decorative Keystone available in square or trapezoid shape.

Square Cassette, Curved Cassette and Fascia are available in white, vanilla, silver, bronze and black. Refer to the hardware samples for color and finish options.

BOTTOMRAILS



*Omni-Curved
Fabric-Wrapped*

*Omni-Curved
Non-Fabric Wrapped*

*Omni-Flat
Non-Fabric Wrapped Only*

Heat-Sealed Hem Bar

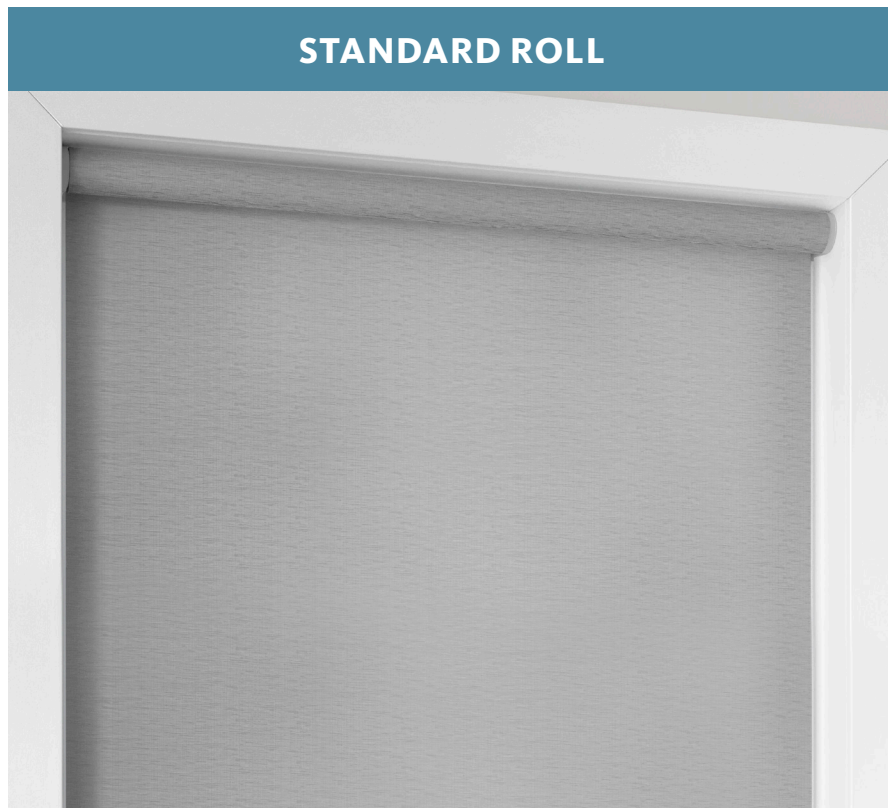
Roller Shades with Automation

3% E SCREEN | Charcoal/Charcoal | R81-02

OMNI-CURVED NON-FABRIC WRAPPED BOTTOMRAIL | Black



ROLL DIRECTION OPTIONS



STANDARD ROLL

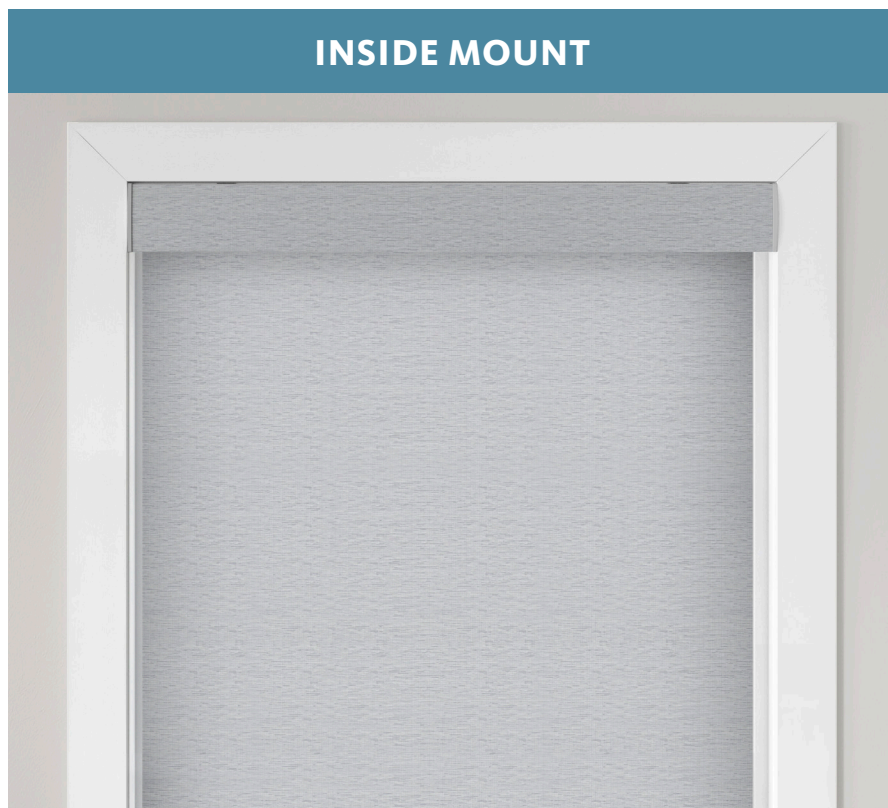
Comes standard and has no valance or top treatment. Reduces light gaps as it rolls close to the glass.



REVERSE ROLL

Shade rolls in a reverse direction away from the glass to conceal roll and roller mechanism.

MOUNTING OPTIONS



INSIDE MOUNT

Specify inside mount if your window has the proper depth.



OUTSIDE MOUNT

Specify outside mount to ensure the greatest amount of light control. Best for shallow depth windows or enhanced light control.

OTHER DESIGN OPTIONS

SIDE AND BOTTOM CHANNELS



Aluminum side and bottom channels hold shades tight to prevent light leakage. The channel also secures the shade in place, ruling out errant flapping.

PRIVACY LIGHT BLOCK



Affordable PVC light block installs in minutes, offering additional privacy and room darkening. Available in 5 colors: white, vanilla, bronze, gray and black.

TWO-ON-ONE



Two independently operating shades share the same headrail for a cleaner, more unified look. Ideal for wide-set windows and patio doors.

TWO SHADES, ALL DAY

Dual mount shades expand your light control options without sacrificing design. Utilizing different fabrics with different opacities, you can create the ultimate custom light. From wide open windows to soft diffusion or to total darkness, it's yours to explore, day or night.



Dual Mount Roller Shades with Automation
BRILLIANCE LIGHT FILTERING | Copper RD8-10
BRILLIANCE BLACKOUT | Limestone RB6-08



POSH PANELS

You don't have to pick a side. Sleek, gliding Panel Track Shades give you a range of options to cover sliding doors or wide windows. Broader horizons await.

EXPAND YOUR HORIZONS.

Panel Track panels glide from side to side, giving you flexibility with finesse. With fabrics and colors of varying opacity that coordinate to the rest of your shades, they're seamless, elegant, and customizable across any width and height. Any pane, all gain.



Roller Shades with Automation
3% E SCREEN | Charcoal/Charcoal | R81-02
Panel Track Shades with Wand Control
3% E SCREEN | Charcoal/Charcoal | R81-02

CONTROL OPTIONS



Open and close panels using a single, stationary wand.

STACKING OPTIONS



The panels open from one side and stack on the opposite side when fully open.



The panels open from the center and stack evenly on both sides when fully open.

TOP TREATMENTS



White track system is standard on all panel track shades; a valance is not included.

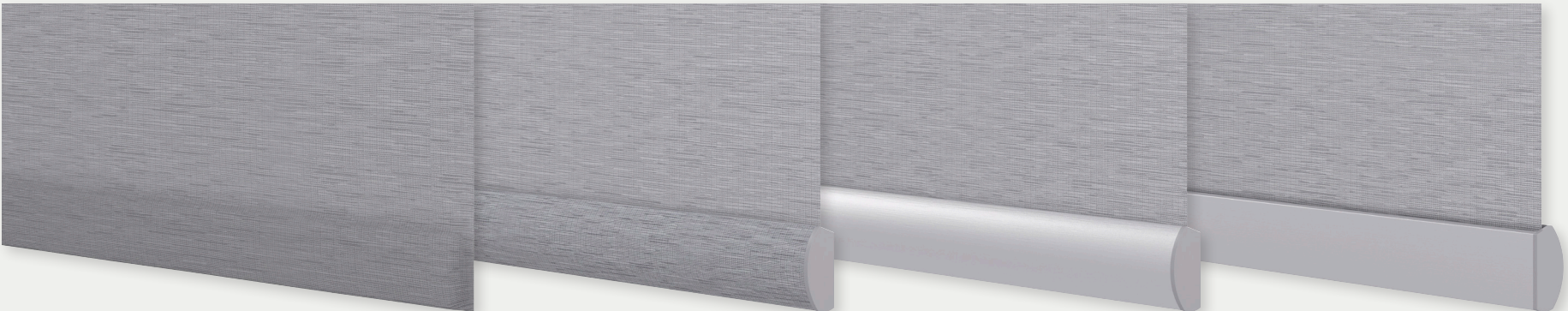


Available in 4", 6" and 8" heights. Optional decorative Keystone available in square or trapezoid shape.



6" Modern profile with standard dust cover. Available in several popular painted wood colors. Ordered separately.

BOTTOMRAILS



*Heat-Sealed Hem Bar
Standard on most patterns*

*Omni-Curved
Fabric-Wrapped*

*Omni-Curved
Non-Fabric Wrapped*

*Omni-Flat
Non-Fabric Wrapped Only*

ROLLER SHADES *by Alta*

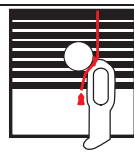
	ROLLER	PANEL TRACK
CONTROL OPTIONS		
Automation	✓	
PowerWand	✓	
Cordless Lift	✓	
TouchLift Cordless	✓	
Continuous Loop Control (with SafeTGuard for Canada)	✓	
Wand Draw		✓
DESIGN OPTIONS		
Open Roll / No Top Treatment	✓	✓
Standard Roll	✓	
Reverse Roll	✓	
Dual Mount	✓	
Two-on-One Headrail	✓	
Heat-Sealed Hem Bar	✓	✓
Omni Bottomrail - Flat Non-Fabric Wrapped	✓	✓
Omni Bottomrail - Curved Fabric-Wrapped or Non-Fabric Wrapped	✓	✓
Hold Downs (Standard and Magnetic)	✓	
Side and Bottom Channels	✓	
Privacy Light Block	✓	
VALANCE AND HEADRAILS		
Square Cassette - Fabric-Wrapped or Non-Fabric Wrapped	✓	
Curved Cassette (Two Sizes) - Fabric Insert or No Fabric Insert	✓	
Fascia (Two Sizes)	✓	
Fabric Cornice (available with or without Keystone)	✓	✓
Wood Cornice (available with or without Keystone)	✓	✓



Consult the digital matrix for the most current options.

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⚠ ADVERTENCIA



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GOOD TO GO

Did we mention? Alta products come with a limited lifetime warranty, so relax and enjoy.



Roller Shades with Automation
CARRARA LIGHT FILTERING | White RD6-01
Wood Cornice with Trapezoid Keystone
SNOWFLAKE | W-013



CORNICE OPTIONS

- A cornice lends architectural styles to your window or sliding door.
- 6" Wood Cornice with Modern profile; standard dust cover; available in several popular painted wood colors.
- Keystone accent will be added to cover splice on extra wide cornices.

design simplified™

altawindowfashions.com

On the cover:

Roller Shades with Automation

MONTERO LIGHT FILTERING | Wicker Basket RF4.202