



NATURAL LIGHT
**MADE
RIGHT®**



FROM INSTALLER TO INNOVATOR

In 1977, WT Shade® Founder and President, Joseph Daniels, began his business to better service the window treatment industry by designing products that addressed the most common shading problems – those that consistently cost time, frustration, and money. Joe quickly found success, the need to expand the team and acquire more advanced equipment to keep up with the volume and sophistication of the products being demanded.

Today, the company is known as WT Shade®, rebranded to reflect the innovative energy that defines our mission and culture. Now operating from a 30,000 square foot state-of-the-art facility in Garden City Park, New York, the company has grown proudly and steadily through the years, and is now led by our C.E.O., Edward Oblen. What brought us to this time and place are the same core values that continue propelling us forward: an unyielding commitment to innovative design, a desire to produce only quality products and a dedication to delivering superior service with every customer interaction.



ON CALL, ON TIME AND ON POINT

At WT Shade® we embody a “can-do, will-do” spirit, starting with our design group and product engineers, to manufacturing and assembly, straight through to our customer service team and technical support staff. We’re experienced, fast, responsive, creative in thinking and nimble in problem solving.

WT Shade® has listened closely to the ever-changing needs of our industry and, in doing so, has developed a practical and cost-efficient way to quickly and proficiently provide quality, custom-tailored roller shade solutions to you, our customer. We deliver the right products in just the right time.



THE PRODUCTION OF EXCELLENCE

WT Shade® is outfitted with some of the most advanced manufacturing equipment available in the industry today, enabling us to create and customize roller shades quickly and efficiently. More importantly, our team is equipped with production experience that has no equal in the industry. We have designers who know which aesthetics create appeal, engineers who can innovate and still meet expectations, and production professionals who strictly adhere to the highest standards of quality. Orchestrating it all is our leadership team, who inherently understands and is able to deliver what each individual in the supply chain is after.

It’s about considering our company from all potential angles, and developing solutions that not only work, but also consistently outperform – time after time, job after job. It’s a 360° perspective that can only come from years of hands-on experience in turning each challenge into an opportunity for excellence.

THAT’S THE WT SHADE® DIFFERENCE. DISCOVER IT TODAY.



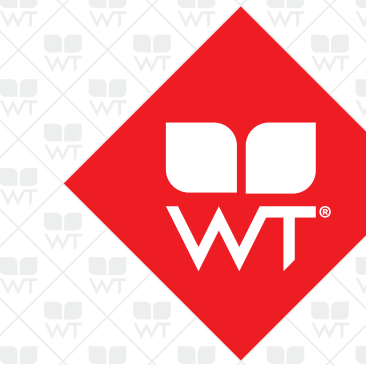
ONE-OF-A-KIND PERFORMANCE

Our products are manufactured, tested and certified to exceed your expectations. Experience the one-of-a-kind quality and performance of our flagship window shade lines – HeliaRise® and MotoRise®, both delivering ease of operation, versatility, rapid installation, and high aesthetic appeal. Many of our systems feature the SoloMount Bracket®, which adjusts to allow installers to manage unexpected construction conditions and eliminate frustrating jobsite delays. There’s no better problem-solving bracketry available today, and it can only be found at WT Shade®.



THE WT SHADE® MISSION

We supply window coverings that provide natural lighting solutions that are innovative and superior in quality. We strive to provide our customers and end users with informed service that is responsive, respectful, and resourceful. We will continue to improve and evolve with market trends for the purpose of providing complete customer satisfaction.



NATURAL LIGHT MADE RIGHT®

For over 40 years, WT Shade® – a division of Windowcraft, Inc. formerly called WindowTex – has been a premier contract manufacturer of top grade manual and motorized roller shades for commercial and residential applications. We innovate, engineer, and manufacture high-performance natural-lighting solutions, which are exclusive in design, compelling in aesthetic, simple to install, and effortless to use. We enable you to specify window treatments of distinction, while inspiring the trust and confidence that they will perform beyond expectation. Our new branding reflects the fresh energy and renewed commitment to providing the highest quality products to the shading world, all accompanied by our outstanding customer service and support.



For more information, contact us today:
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