

TV WINNERS

With the continuing success of TV fixture *The Block* also boosting the success of suppliers featured on it, WFA spoke to two window coverings players about how exposure on the show has impacted their business.

Talk to any self-respecting TV addict and the chances are that Channel 9's *The Block* features strongly on their list of must-sees. Clearly however the show's popularity isn't limited to the viewing public; brands and businesses are eager to be featured, noting a raft of covetable outcomes from their association with the program.

According to Wilson Fabrics Product Manager Jessica Fitzgerald, *The Block* has a direct and positive impact on sales.

"We are so thrilled to have our products selected on the block this year. The contestants have used them so elegantly and have really shown off the product to its full potential."

"Our stunning Sabre sheer has been used throughout Jason and Sarah's apartment, giving the house a beautiful softness and adding an element of class and comfort to the room. This range for us has been very popular and with the exposure on *The Block* we can definitely see an increase in sales.

Another popular range, the Mercury II blind fabric was also featured in Sticks' and Wombat's house in their dining room and kitchen. The simple texture and deep colour (Silver) that features throughout

the home complements the natural and rustic style of the interiors. Mercury II is UPF50+ and Oeko-tex certified, so Sticks and Wombat can be confident that the chosen blinds are environmentally friendly and will deliver on functionality and form for many years to come."

"It is always an accomplishment to be chosen by the contestants as it's a testament to our products' design and quality. It also allows us to gain much needed recognition from the end consumer. Being wholesalers, marketing to the general public can be difficult. When our products are featured on *The Block* we always see a great increase in sales in the selected products and it's also a great opportunity for our customers to use the exposure as a promotional

tool with in their own business. It's a fantastic testimonial that our ranges have been selected and we can't wait to see the finished houses."

Meanwhile Gavin Taylor, Account Manager at Pacific Wholesale Distributors says exposure on *The Block* has proven pivotal for two key product lines.

"Both our new to market 'clever curtain' Veri Shades and our Shutter Range have been covered. Veri Shades have featured in almost every room reveal of Clint and Hannah's House and have had great feedback from the judges throughout. Also Pacific Wholesale Distributors Fauxwood Eco Shutters have been used across various houses on the show."



Wilson Fabrics: a starring role in the Sticks and Wombat room reveal



Treatments supplied by Wilson Fabrics were key to Sarah + Jason's kitchen and living zone (below)



Hannah + Clint's living and dining zones - showing Veri Shades from Pacific Wholesale Distributors



He confirms contestants Hannah and Clint got in touch with Veri Shades after hearing about them via word of mouth. Pacific Wholesale's shutter range had also been used on *The Block* in the past with a proven track record throughout the industry, he says.

"Veri Shades allow the ability to walk through the middle of any section connecting the indoors and the outdoors. This also enabled them to have the sheer curtain look while also having the ability to control light and

privacy. They also created a lovely soft feel throughout the bedrooms."

"Veri Shades has been growing ever since its release into the market and we have been inundated with phone calls and customer interest since it has been seen, and loved, on *The Block*. Our Website verishades.com and our social media channels have been going crazy. Everyone loves the way that they can have two curtains in one, especially with the sheer look that is very on-trend today."