



**JAMES ROBERTSHAW**

est.1860

BESPOKE AWNINGS & BLINDS

THE ELIMINATE® COLLECTION





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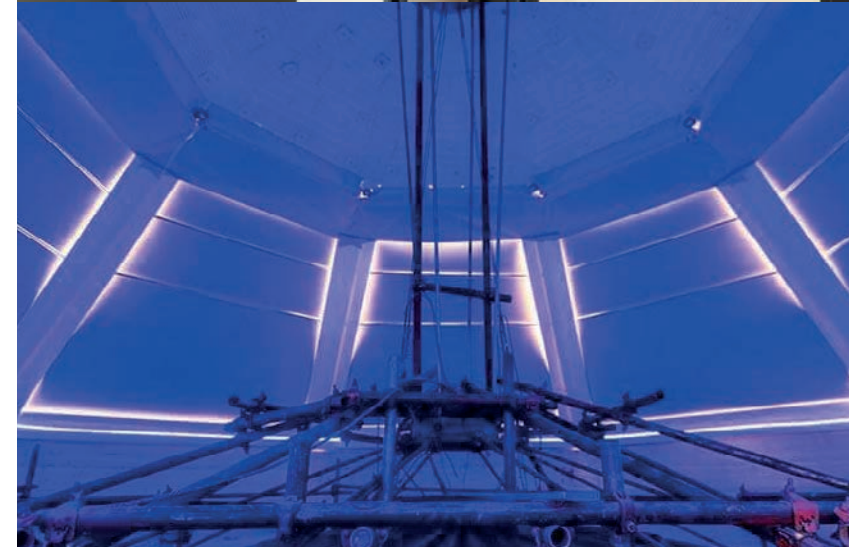
BESPOKE AWNINGS & BLINDS

*Family owned James Robertshaw has over 150 years of experience in designing, manufacturing and installing bespoke awnings, coverings and blinds for the specific needs of operators in the leisure & hospitality, blind trade and residential sectors.*



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## About Us

James Robertshaw was founded in 1860 by our namesake Mr James Robertshaw of Collyhurst, Manchester.

Originally we manufactured Victorian box awnings with woodwork carved by hand, but were best known for the Spring Roller system, patented in 1908 and produced until 1954.

The business stayed within the Robertshaw family until the tragic death of James' grandson William Lancelot Robertshaw in 1960 and was then bought by production manager, Arthur Harrison, who relocated the company to Farnworth, Bolton.

Arthur owned and ran the business until ill health forced retirement in 1978. Arthur's son-in-law, Nigel Sharrock, who also worked within the business, assumed the role of Managing Director throughout Arthur's illness and subsequent passing in 1980 and remained the team's MD until 2017.

Today James Robertshaw is still a family owned business run by Nigel's wife, Lesley and her son Matthew. In 2010 after 50 years at our Farnworth home, we re-located to our current, modern facility in Horwich, Bolton.

All products are designed, manufactured and exhibited within our production facility and on-site Customer Centre. With clients ranging from independent bars to national brands; architects, building contractors, residential clients and the blind trade; James Robertshaw has the creativity, expertise and knowledge to make a visible difference to any project.





## The Eliminate® Collection

Big or small.  
Manual or automated.  
Inside or outside.  
Blackout or screen.

Whatever your requirements, James Robertshaw has the solution and support for you.

The Eliminate® Collection offers stability, ease of operation and flexibility unlike any other Fabric Teeth system.

Available with a wide choice of blackout, screen and sound absorption fabrics, the Eliminate® can be installed either internally or externally to the building.

The Eliminate collection gains its strength and durability from the Fabric Teeth system integrated into the design.

The Fabric Teeth system is hot-air welded to the edge of the fabric, making it permanently retained within the side guide channels. This allows for smooth and consistent operation of your blind system.

### Trade Sub-Dealers

Our qualified trade sub-dealers have the skills to assist throughout the process of choosing the right shading solution for your home or your business.

James Robertshaw also offer the Servico Package, supporting our network of trade sub-dealers with full technical survey and installation, combined with a full five year guarantee. The package includes quick survey, manufacture and installation within 15-20 working days, as standard.

**We don't just find the solution.  
We create it.**



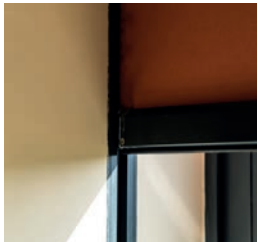


# R101: Eliminate®

A chic solution, inside or outside.

## FABRIC TEETH

Technology designed with quality in mind. The cassette system is designed with built in side channels, powder coated to your exact specification needs.



Large or small, manual or automated, the R101: Eliminate® internal and external roller blind has the versatility to suit a multitude of shading, privacy, light and draught reduction needs.

With a range of fabrics from transparent PVC, dim-out, blackout and full digital print solutions, paired with Fabric Teeth technology, the R101: Eliminate® is a great solution for home, office, healthcare and leisure & hospitality installations.

Designed, developed and established through many years of successful and unique installations, the R101: Eliminate® has achieved a standard virtually unrivalled by any other channelled roller blind screen or total blackout system within the UK market.

- Standard RAL colour; White (RAL 9010)
- Corrosion resistant, powder coated, extruded aluminium hardware, with stainless steel components
- Cassette box (round) sizes of 95mm or 120mm dependent on width
- External blinds available up to size 5000mm (w) x 3000mm (d)
- Internal blinds available up to size 5000mm (w) x 5000mm (d)
- Mechanical gearbox or RTS Somfy Motor Operation
- Blackout, screen or acoustic fabric options
- Fabric Teeth Technology

All products across the Eliminate® collection are available with a variety of different fabrics to meet your specifications.

## Blackout

Flame retardant & blackout to prevent or significantly reduce the amount of light.

## PVC Screen

Great natural light and exceptional transparency, withstanding most weather variations without damage or losing their UV protection properties.

## Acoustic Material

Acoustic absorption can be ideal in buildings for services or those open to the public, reducing ambient noise levels.

## Fibreglass:

An excellent insulator, reflecting up to 97% of solar energy when installed externally. Diagonal fabric structure reduces glare dramatically.

## ENERGY SAVING

The variety of materials on offer with this product bring the added bonus of saving on energy usage, be it light and heat reduction in summer or retention in winter.



## R102: Mini-Eliminate®

High quality and style, manufactured in the UK.

### ► THE SIZE

With a super-compact cassette measuring 85mm x 85mm, the R102: Mini-Eliminate® provides a strong solution for your smaller spaces, covering up to 5.2 sq. metres.



### ► THE FABRICS

Whether you want blackout or patterned, selecting a colour and material for your R102: Mini-Eliminate® from our vast range is easy with the help of our team.



The R102: Mini-Eliminate® is adaptable, accommodating a range of fabrics to suit all requirements. Whether your needs are blackout, screen, fly screen or acoustic, the R102: Mini-Eliminate® is the Fabric Teeth roller blind with bite.

Good things come in small packages and this one won't disappoint.

If you're looking to add a personal touch, or brand identification to your R102: Mini-Eliminate®, they can be printed with a pattern, image or logo design on them.

For residential and commercial installations alike, the R102: Mini-Eliminate® can be operated manually or with a remote control. Although the primary usage for the R102: Mini-Eliminate® is for internal installations, the robust design and high quality means that it has a wind classification of 4, therefore can be utilised for some external projects.

- Standard RAL colour; White (RAL 9010)
- Corrosion resistant, powder coated, extruded aluminium hardware, with stainless steel components
- Cassette box dimension of 85mm x 85mm
- Blind size up to 2000mm (w) x 2000mm (d)
- Mechanical gearbox or RTS Somfy Motor Operation
- Blackout, screen or acoustic options
- Fabric Teeth Technology

Every product within the Eliminate® collection can be manufactured using either gearbox control or motorised control operation.

### ► Gearbox Control

Raise and lower your blind by turning the handle. The R101 and R102 can be wound up and down with the cranked rod which connects to the gearbox.

### ► Motor Control

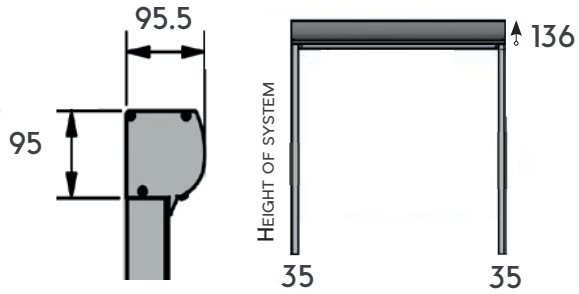
Using just the touch of a button you can raise or lower the system with ease. With the electric motor installed into the blind system, options for motorised use include TaHoma® Smart Home.



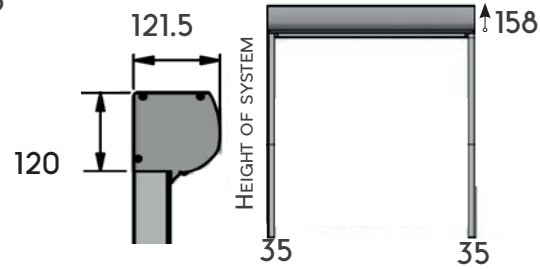
# Technical Specifications

## R101: Eliminate®

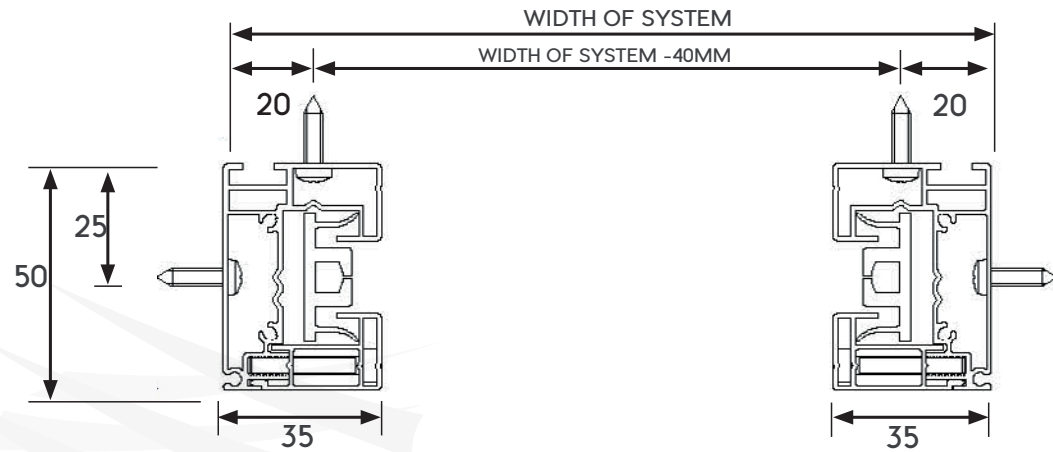
### ▶ 95mm Cassette



### ▶ 120mm Cassette

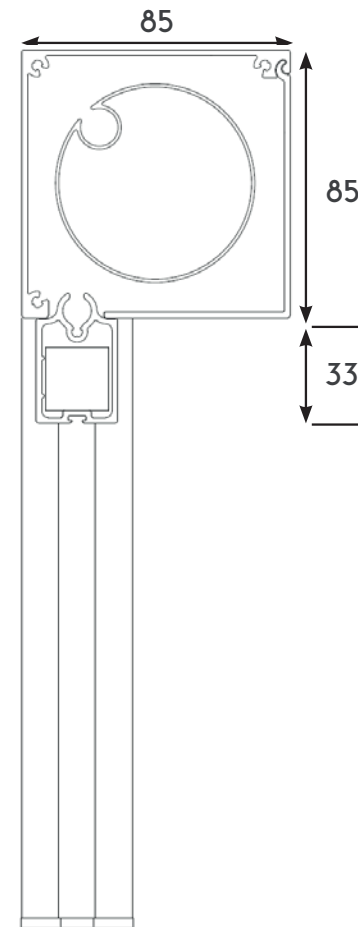


### ▶ Universal Side Channel

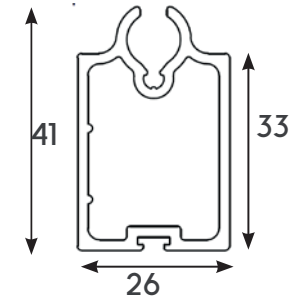


## R102: Mini-Eliminate®

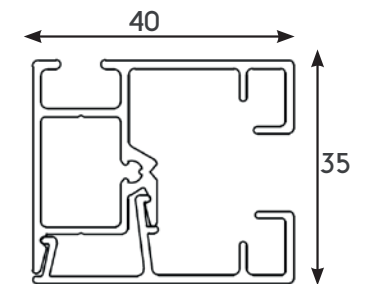
### ▶ 85mm Cassette



### ▶ Lower Beam



### ▶ Side Channels





## Smart Home

### Smart living starts with TaHoma®.

Somfy Smart Home puts you in control, making your life easier, more comfortable and gives peace of mind, wherever in the world you are.

Monitor and operate awnings, roller shutters, window decoration, lights, electrical equipment, heating, garage door and gate with your smartphone, tablet or voice.

You can adjust everything about the Somfy Smart Home System to accommodate your personal preferences - it can be monitored and operated from anywhere in the world.

Keep an eye on your home using cameras and movement detectors for home surveillance, for great peace of mind.

Somfy TaHoma is a smart box and the heart of your Smart Home. It links you to your home via the smart TaHoma app.

Solutions are extremely easy to use and can be installed with very little trouble. You can add products whenever it suits your needs or your budget. Get the most from your home with the least possible effort.



# Meet The Team

t: 01204 574 764

e: sales@jamesrobertshaw.co.uk

We have a highly skilled and professional team working together with our clients to provide the right, bespoke solutions.

With the same point of contact throughout your project, we will ensure all products are manufactured, delivered and installed on time and to budget.

Our team of designers, surveyors and installers are capable of working to the tightest of deadlines and in the most demanding physical environments.

To find out more about James Robertshaw and our products, contact one of the sales team today.



Elaine Partington  
Sales & Administration



Luke Dixon  
Sales & Administration



Ged Hartshorn  
Sales & Administration Manager



Matthew Garnett  
Sales & Marketing Director



Sean Smith  
Trade Sales Manager



Tony Garbe  
Area Sales Manager





## Information for Trade Sub-Dealers

► Becoming a Trade Sub-Dealer with James Robertshaw is easy with training and guidance to grow your revenues.

► No time to leave the showroom behind to install? Our Servico Package will ensure you can sell more products without the worry of losing out on time for survey and installation.

### ► You are selling:

- The strongest British manufactured Eliminate® Roller Blind
- Designed to last more than 10 years
- Over 500 colours to choose from
- Internal and external shade and control

### ► Contact your client base & tell them you now have the best internal and external roller blind in the area!

- Launch on social media channels
- Launch on your website
- Launch through local newspapers
- Contact your local garden centres and ask to have a corner once a week to sell awnings

### ► The Benefits To You

- Easily increase revenue and cash flow
- Increase business by selling something new and popular
- Utilise your own client base for simple sales

### ► Next Steps:

- Soak up product information & visit our Customer Centre
- Receive Trade Sub-Dealer Price Portfolio
- Fill in the blank Price Portfolio with your own selling prices
- Essential Fabric Collection book for £50+VAT
- Decide who will survey and install - individually or with your James Robertshaw Servico Package?
- Receive product images from James Robertshaw
- Advertising support
- Your sample product can be bought at a substantial trade discount for your Customer Centre
- Contact your whole client base - you are launching your brand new Eliminate® collection!





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