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*Forest Group Drapery Hardware*

## *The essential connection between bare and warm*

What's the difference between a bare sheet of glass and a warmly decorated window? Well, a window treatment, of course, we can hear you thinking. But there's something else. And that something is an essential component, that ensures your drapes come out their very best, and that they can be drawn effortlessly and quietly...

That's right, the drapery tracks.

Behind your draperies lies a world of creativity. And especially at the top, where your curtains are hung from a track. A product everyone simply expects to the job, always and everywhere. But to design a product that does that problem-free, every time, requires highly specialist know-how, expertise, and experience. And – not to forget - a feel for current trends in styling, operational convenience and comfort. All good reasons why Forest Drapery Systems have found their way to the world's leading architects and most stylish locations.

The range of Forest Drapery Systems is comprehensive and available in many countries, worldwide. The spectrum extends from simple and functional drapery tracks to complete electrically powered systems for homes, offices and hotels. What's more, Forest drapery tracks are available in every price range.

With the World Wide Interior Solutions magazine we aspire to introduce you to the many facets of that essential component that changes a bare piece of glass to a warmly decorated window. To show you what it takes to develop, manufacture and supply our products. And to take you on a tour of discovery that reveals the world behind your draperies. The final result – a perfectly hung drape, on a perfectly functioning drapery track, the flow of Forest – can be admired in this publication, in many exciting and exclusive locations worldwide.

Enjoy your read - and the view!

The Editing Board

### COLOPHON

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# *Proud of our roots*



**Bosgoed Holding BV, Forest Group Nederland BV en Unifloor BV, are all three based in Deventer - the city where Henk Bosgoed once started his wholesale business in upholstery supplies. Deventer is proud of its rich history. And we're proud of Deventer, the birthplace of our companies! We take pleasure in guiding you on a short tour on foot of our home town, where history and present make a beautiful blend.**

Deventer, a former city of the Hanseatic League, and one of the oldest cities in the Netherlands, is situated on our country's most panoramic river - the IJssel. The Hanseatic Trade League stems from the period between the 14th and 16th centuries, when merchants from the cities associated to the Hanseatic League were granted the Hanseatic Privilege. There are a number of such former Hanseatic cities in the Netherlands, including the nearby city of Zutphen. A walk through the old city center reveals a glorious, well-preserved mercantile history. De Brink (Marketplace), in the heart of the city, the Great Church, also known as the 'Lebuïnskerk', the Tower of the Great Church, the splendid Town Hall, the monumental 'Bergkwartier' (a very old quarter), the 'Broederenkerk' (another great church), it all oozes a wealth of history that is almost overwhelming. Time, in other words, for a cup of coffee, with a slice of traditional 'Deventer Koek'. Deventer has earned its well-deserved nickname as 'Koekstad' (City of Cake). The Deventer 'Koekhuisje' on the market is an authentic coffee and tea house that serves a fine Deventer cake, after the famous recipe introduced by the 'Deventer koekfabriek Jb Bussink' in 1593.

## **Warm decor**

It is not difficult to see why the authentic, well preserved inner city is often used as an ambience for special events, drawing crowds from far and wide. Examples are the annual international street theatre festival 'Deventer op Stelten' [Deventer Goes to Town] in July, and the 'Deventer Book market', by far Europe's biggest, on the first Sunday in August. And of course there is the Dickens Festival in mid-December in the historic 'Bergkwartier', when many of the figures created by that famous English author, Charles Dickens, come alive in the streets of Deventer, dressed in authentic garb. During this unique festival the Musical and Comic Opera society of Deventer performs the musical 'Scrooge' in the Deventer Performing Arts Center and there is a Christmas market in the 'Lebuïnskerk'.

## **Favorable location**

Deventer is situated at an important track, motor and inland waterways junction. Its position immediately adjacent the A-1 motorway means fast connections to all destinations, both domestic and to central and East Europe. For track travelers, too, Deventer is in a great spot, located centrally with fast track connections to Amsterdam/Rotterdam and destinations in the east of Holland and Germany, and directly seated on the track axis Zwolle - Arnhem/Nijmegen. This logistic advantage makes Deventer an excellent home base for businesses. The expansion of the city with new residential estates, spacious business parks, and state-of-the-art amenities, are all right up to date. All with the river IJssel, and its glorious history as a peaceful backdrop. A perfect place to catch your breath, relax, and recharge your batteries. An ideal combination, in our view. 🌳





*Forest Group Drapery Hardware*

*Welcome to our World...  
A global successful story*

**In this edition of Worldwide Interior Solutions, we introduce our two companies, Unifloor BV and Forest Group Nederland BV. Two globally active and successful companies that have been market leaders in their industries for many years. Both companies form part of Bosgoed Holding BV, named after its founder, Henk Bosgoed, and are managed under the leadership of Managing Director Gerco Morsink since January 1, 2008.**

Not that long ago - in 1975, to be precise - Henk Bosgoed started selling upholstery and soft-furnishing materials. A few years later he had left these modest beginnings far behind, and his business had grown spectacularly. The company's international successes were driven and secured thanks to some very strong business qualities: creativity, innovation, service focus, top quality, and the gift to bond with people and to inspire customers and expert employees alike. And of course a lot of hard work had been put in. Nothing stimulates like success does, and Henk Bosgoed knows it. His vision and dedication led to the foundation of two companies: Unifloor BV and Forest Group Nederland BV, both established in Deventer.

**Market leaders**

Unifloor BV, created in 1978, is a specialist and market leader in the field of noise-reducing underlayment systems, especially for reducing nuisance caused by foot traffic and contact noise in buildings. Thanks to its broad experi-

ence Unifloor BV can now offer effective solutions for practically any type of floor covering or floor construction, in residential or commercial environments. Forest Group Nederland BV was founded in 1993. It develops, manufactures and markets a wide range of drapery tracks systems. The company prides itself in being one of the world's largest manufacturers and a market leader in the industry. Forest drapery track systems are sold in 75 countries worldwide.

**Strong focus**

Unifloor BV and Forest Group Nederland BV have found a place in the world, under the wings of Bosgoed Holding BV. The Bosgoed Holding group of companies is now internationally active, with its headquarters in Deventer and subsidiaries in the USA (established in 1995) and in Poland (active since

1995). What binds these companies is a strong focus on new developments and trends, and a keen instinct for attuning its product range to trends in this worldwide niche market. And, they have a shared purpose: maximum user comfort and convenience. Thanks to ongoing research and innovation the group has truly earned its role as market leader, giving it the confidence to explore and enter new markets with confidence. It speaks for itself that, in keeping with the times, Bosgoed Holding BV and the companies of Unifloor BV and Forest Group Nederland BV hold socially responsible entrepreneurship in the highest regard.

With this magazine we would like to introduce you to our companies, and to guide you on a fascinating, international tour of the world we decorate with our products. 🌍





## *No time to lean back*

*No company can afford to lean back and sit on its laurels. Especially in times like these - and Forest Group Nederland BV is no exception. A strong, innovative, and alert response to new trends and developments mark the company's strategy. Time to take a closer look at a range of new systems that have been developed recently.*

### **New dimensions with the Forest Shuttle**

An important focal area at Forest is the motorization of its drapery track systems. The motorized systems available today are designed for more convenience, but also to make the drapery track systems suitable for use in the ever more popular Domotics/smart homes technology, which you can read more about elsewhere in this publication. An important – if not the most important - component in these systems, recently developed and launched by Forest, is the ultimate low-noise 24 Volt drapery motor, the 'Forest Shuttle'. With the Shuttle Forest has set a new standard in the industry. Ultra-quiet and compatible with all type of Domotics systems, the system has a unique modular structure that allows components to be added depending on the desired functionality. What's more, Forest offers a 10-year warranty on the motor!



The Forest Shuttle has been designed with a unique Touch Impulse System and is all set and ready for the Domotics revolution. This 220 Volt motor has a built-in Z-wave receiver, enabling it to be directly operated using any Z-wave remote control device. More and more companies are joining the Z-wave protocol by incorporating this technology in the driver or motor of appliances. In addition, the Forest Shuttle has an idle position, which is very useful in case of a power failure, and the settings can be adjusted using either the remote control device or the touch panel on the motor. 🖱️



Would you like to be kept up-to-date on the many Forest innovations?  
Then visit our website [www.forestgroup.com](http://www.forestgroup.com) or subscribe to our periodic email newsletters.



## *KS drapery tracks in motor homes*

Imagine yourself driving in your motor home, relaxed, checking out the most fabulous places while enjoying the serenity of the countryside. Your motor home offers plenty of space for the whole family. Now that's a comfortable way to have a vacation and enjoy the environment!

With a motor home you always have your own bedroom, bathroom, kitchen and livingroom, wherever you go. You can stop and breathe in nature, any time, anywhere. Of course, by nightfall, you want to be sure you can rely on strong, problem-free draperies and drapery tracks. Even in the smallest corners and for the smallest windows of your mobile bedroom.

Since 1996 Nick Donis of Irvine Shade & Door, Elkhart, USA, has provided soft-furnishings for motor homes, or Recreational Vehicles (RVs) as they call them here. He prefers Forest KS drapery tracks because they're heavy-duty, high quality, and can be bent into practically any shape. "You can bend a Forest tracks to follow practically any curve, and that's particularly important when you're decorating those small windows in a motor home", explains Nick. "And because the tracks are available in white, off-white and silver, I can satisfy all my customers' needs".



### **New Motorized Rod System**

The Motorized Rod System (MRS) is a unique addition to the range of motorized systems. The functionality of a motorized track is combined with the elegance of a track rod. The rod has a diameter of 28mm and is available in different CRS colors, namely inox, bronze, antique and gold. Other colors available include black, chromium and matt aluminum. The motor and return pulley come in the same color as the rod, and by fitting the motor pulley at the back of the system, the rod is on full display. Also available is a wide range of end knobs for a decorative finish of the rods, although these are optional. The technology is similar to the FMS system and all types of motors and operating options can be applied to the MRS system.



*Forest CS drapery tracks and Roman Blinds on cruise ships*

Worldwide Draperies in Miami, Florida, has a sound reputation as a manufacturer of curtains, bed covers and furniture. Founded in 1968, this family business counts many hotels and various cruise companies among its clientele.

Success factors are trust in the quality of its products, outstanding service, and a serviceable approach to assisting customers in need.





In January 2009 the umbrella organization 'American Cruise Lines Industry Association' predicted that 13.5 million people would be using cruise ships for a vacation around the northern part of the USA; a growth of 2.3% against last year. Some of this growth, so the industry organization claimed, would derive from tourists outside the USA visiting the Caribbean on a cruise ship. Looking back further, we see that the number of cruise passengers in the USA has risen by a spectacular 79% over the last 8 years. In the meantime, the industry continues to place orders for the construction of new, ever bigger and more luxurious cruise ships. Currently no less than 24 cruise ships are under construction in the USA, due to be

completed between 2010 and mid 2012. And last fall, the 'Oasis of the Seas' was completed - the world's largest ever cruise ship.

#### **High end look & feel**

Worldwide Draperies, an experienced specialist in the interior decoration of luxurious hotels and cruise ships, knows that the cruise companies like luxurious drapes and a high end look & feel. Therefore, in selecting drapery tracks systems, the company chooses Forest CS drapery tracks and the Forest Roman Blind system. As an extra service and for the convenience of its customers, Worldwide Draperies keeps a large inventory of drapery tracks and components at its warehouse in Miami, Florida, where drapery

tracks can be assembled, bent and supplied, ready for installation.

Worldwide Draperies and Forest Group USA have worked together for 13 years. And the cooperation has profited both, explains Vice-President of Worldwide Draperies, Jose Leal: "Out of all the suppliers we have done business with, Forest Group USA is the fastest and most reliable. They're always there when you need them. For example, if an order needs to be changed or reversed. What's more, their expertise is outstanding and their sales force really knows their products. They always have an answer, whatever you ask them.

That's why I stay with Forest".





Chuck Schultz is the owner of the family business and workroom, Reliable Fabrics in Chelsea, Massachusetts (USA). Like no one else, he recognizes the importance and challenge of

*A visit to Reliable Fabrics*

## *Maintaining quality while meeting customers' changing needs*

relentlessly holding on to his own quality and continuing to respond to the fast-changing wishes of his customers. One helpful aspect is that the Forest Group, from whom he has been buying his drapery track systems and other hardware since 2002, applies the same combination of a quality products and a market-oriented approach.

[www.reliablefabrics.com](http://www.reliablefabrics.com)



“While the competition continues to introduce increasingly cheaper products, Forest sticks to the production of quality products that are suitable for even the heaviest applications”, says Schultz. Other product advantages that prompt his customers to return are the longer 20-foot tracks and superior finish in high-quality lacquers in brown and silver as carried by all Forest Group systems. Also, being able to choose between ceiling and wall mounting creates a large diversity in installation options that are not available from the competition. “With Forest I can offer suitable products to a niche market that is vital to us”, says Schultz, who adds that the smooth operation of Forest drapery tracks is highly appreciated by designers and decorators.

Chuck and Lily Schultz’s business was set up by his grandparents in 1929. As such, they are extremely conscious of holding on to business traditions. Nevertheless, Schultz is also actively involved in the development of business opportunities in domestic automation; one of the most significant growth markets in the window coverings industry.

“Customers are looking for complete systems - not separate parts, not one remote here and another over there”, says Schultz. “Those who can afford this kind of system want everything to be in order and they’re willing to pay for it.” With Z-wave, R-F and infra-red technologies, the Forest systems can be integrated into any complete domestic automation system.

Schultz sees trends in window coverings in tracks with 6-lb., and a higher running capacity, continuous tracks that can be bent, imitation metallic finish, Ro-



*“Forest Group simply has the best products because they’re of superior quality”*

man blinds, tracks with smaller dimensions and ‘green’ products. He tells us that many customers may prefer traditional details for their homes, but that most of them first check out the design of a drapery tracks system before looking at its functionality.

“Some poorly functioning products do sell, but they’re quickly returned, accompanied by a disgruntled customer”, says Schultz. “Forest Group simply has

the best products because they’re of superior quality. And their service is excellent.”

This tradition of providing quality products and excellent service, combined with prompt response to the continuous changes in the sector, enables Forest Group to help businesses such as Reliable Fabrics reach their goal: continuing to sell superior drapery track systems to their customers for years to come. 🏠

**Elsewhere in this publication you will read how Forest Group Nederland BV is moving fast to conquer international markets. For a company the size of Forest, in its early years, a remarkable feat. That unique determination in pioneering foreign markets has already led to the establishment of two foreign subsidiaries: Forest Group USA, Cartersville and Forest Group Polska in Warsaw, Poland.**

Cartersville is in the state of Georgia and is known in all of the USA as the place where, in 1894, the first Coca-Cola advertisement was painted on the wall of a shop. In the initials years, when Forest had set up a foothold in this city, the company was operating in a rather make-shift way, using a number of rented garages in the city of Cartersville, some 20 kilometers (30 miles) further up the road. But in 2005 it finally made that important step, when the company moved to its own premises, on a 3 hectare (3 acre) site of its own. Forest Group USA Inc., as its official name sounds, is the only importer of Forest drapery tracks and track systems in the United States, and markets a product range that fully reflects the Forest product range as developed and manufactured in The Netherlands. However the range has also been extended with systems developed especially to cater for the needs and preferences of the US market. Forest Group USA works with 20 distributors covering all the United States. Besides the Forest products, Forest Group USA also supplies a spectrum of decorative drapery hardware of the brands Zabala and Busche, to add the finishing touches to their window decoration offering. These products are supplied both in traditional timber as well as a modern metal design. Finally, Forest Group USA imports a range of workroom equipment for the drapery industry, including Brother sewing machines, Eisenkolb machines for making curtains and blinds, and ASCO machines for making roller blinds, sun blinds and screens.



# Atlantis The Palm: 6 miles of Forest Group KS drapery tracks



*Welcome to Dubai, one of the seven United Arab Emirates, where everything is big, beautiful and clean. A country with all the riches of the tales of 1001 nights, where 1.4 million people live in an area measuring 3,900 km<sup>2</sup> (2,500 square miles), and where the most fantastic, futurist projects are erected at amazing speeds. Literally top of the bill is the Burj Dubai tower, which reaches a top of 850 meters (2,800 feet), making it the world's tallest building. Or take The World, an archipelago of islands shaped in the form of the continents of the world, four kilometers (two and a half miles) off the coast of Dubai near the artificially created Palm Islands.*

*The Palm Islands is where we would like to show you around in the most exclusive Atlantis The Palm resort, where, after a stringent selection procedure, the choice was made to install the Dutch Forest track systems.*

**The Atlantis The Palm resort is the flagship of Palm Jumeirah, Dubai's revolutionary island. This fabulous 7 star resort comprising 1,539 rooms was created by Kerzner International Holdings Limited, a leading international developer and operator of exclusive resorts, and Istithmar PSJC. The complex was opened in September 2008. After a rigorous selection process, 10 km (6 miles) of Forest Group KS drapery tracks were installed in the hotel, with Forest Touch Control TCS motorized drapery tracks systems mounted in the suites.**



The 7-star Atlantis The Palm resort in Dubai is a joint venture between the above mentioned Kerzner International Holdings Limited and Istithmar PSJC. The design for the building was inspired on the Atlantis Paradise Island resort in Nassau, on the Bahamas. Istithmar – the Arabic word for investment - is a government sponsored investment company and owned by Dubai World, which in turn is owned by the government of Dubai. The resort comprises 1,539 rooms, divided over two towers and connected by a bridge. Two monotrack stations provide a fast connection between the resort and the most important section of the Palm Jumeirah islands. Atlantis The Palm offers a large water theme park called 'Aquaventure' (160,000 m<sup>2</sup>/100 square miles), a conference center, 1,900 m<sup>2</sup>/1 square mile of shops, and the Dolphin Bay (45,000 m<sup>2</sup>/28 square miles), where

hotel guests can swim with the dolphins. Included in the procedure that would eventually result in the selection of the Forest Group drapery track system were three parties: the Atlantis The Palm resort, the procurement consultancy Parker Company, and the interior designers L'Anees Furniture & Decor Factory, as we are told by Messrs Titus van der Werf (Managing Partner) and Johannes Merkel (General Manager) of Parker Co. The Parker Company is recognized worldwide as one of the leading procurement consultants in the hospitality sector. It has implemented projects throughout the USA, the Caribbean, Central and South America, Europe and the Middle East, Africa and South-East Asia. With its own offices in Miami, London, Amsterdam and Dubai, Parker Company has become an outstanding global network of procurement consultants who provide com-

plete support and advice in procurement projects to resorts, sheltered living facilities, holiday resorts, casinos and congress centers. Examples of projects involving the Parker Company Middle East include the Armani Hotels in Dubai and Milan, Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Emirates Towers, various Courtyard, Fairmont, Hilton, Shangri-lah and Kempinski hotels, Ski Dubai, and - in this case - Atlantis the Palm.

#### **Guaranteed consistent quality**

The Parker Company itself is not an interior design firm, nor does it employ interior designers. However, the company does work closely with its clients' interior designers. This being so, a company such as Parker would not advise anything other than what has already been designed. But the company will contribute alternatives which, while not detracting from the original design, could lead to savings or offer better quality. At Parker each item is assessed on an operational basis to determine aspects such as life span, useful life and product performance. Prior to the purchase of the drapery track systems, a stringent selection process was undertaken

*'De Forest producten voldoen aan de gewenste hoge standaard'*



in order to determine which project-based interior decorator could supply the track systems to the high standards required in this project. For the Atlantis The Palm project this procedure was carried out with even more care and attention, given the fastidious quality requirements. After a lengthy, in-depth procedure the choice fell on the interior decoration contractor L'Anees, a choice based on the quality of its work, guaranteed consistency of quality, speed of delivery and installation, high product quality standards, and outstanding service.

**L'Anees**

Established in 1992, the renowned and exclusive L'Anees Furniture & Decor in Dubai is one of the biggest and most well-known interior designers and architects in the United Arab Emirates. The design department of L'Anees employs a team of highly experienced interior designers,

architects and textiles designers, enabling the company to undertake any interior design project. Highly skilled technicians and a state-of-the-art, in-house workshop enable the company to produce, assemble and install custom-made furniture, specially designed interior decorations, and an array of soft furnishings and interior materials and accessories such as curtains and drapes, drapery tracks, floor covering, decorative paintwork, wallpaper and the like.

L'Anees specializes in the decoration and soft-furnishing of five (and more) star hotels, luxury villas and palaces. Not surprisingly, therefore, the client portfolio of L'Anees lists many exclusive clients. Names such as the Madinat Jumeirah Hotel, Al Murooj Rotana Hotel & Suites, Rimal Rotana Suites, Kempinski Hotel Mall Of The Emirates, and now, also, Atlantis The Palm, say it all. Thanks to its reputa-

tion for quality and proven track record, L'Anees were able to procure the contract for the furnishing and decorating of Atlantis The Palm. As part of this project L'Anees selected the Forest KS and TCS systems, on account of the demonstrated and dependable quality and short delivery time, enabled L'Anees to meet its contracted terms of delivery. Interestingly, a competing brand had been specified earlier in the project, however the customer went along with L'Anees' proposal to use the Forest KS tracks. In total, L'Anees installed 10 kilometers/6 miles of KS tracks in the 1,000 hotel rooms of Atlantis The Palm, as well as TCS motorized systems in the suites and the Atlantis Nightclub. Recent projects whereby L'Anees had also used Forest products include Mövenpick Residences - Bur Dubai, Express by Holiday Inn - Safa and Mina, Ibis & Novotel Port Saied and Arjan Royal House - Abu Dhabi. "We're very happy with Forest in terms of its capacity to produce and deliver, its commitment in the area of pricing, the quality of its products and the short lead times", explains Mr. Yammine of L'Anees.



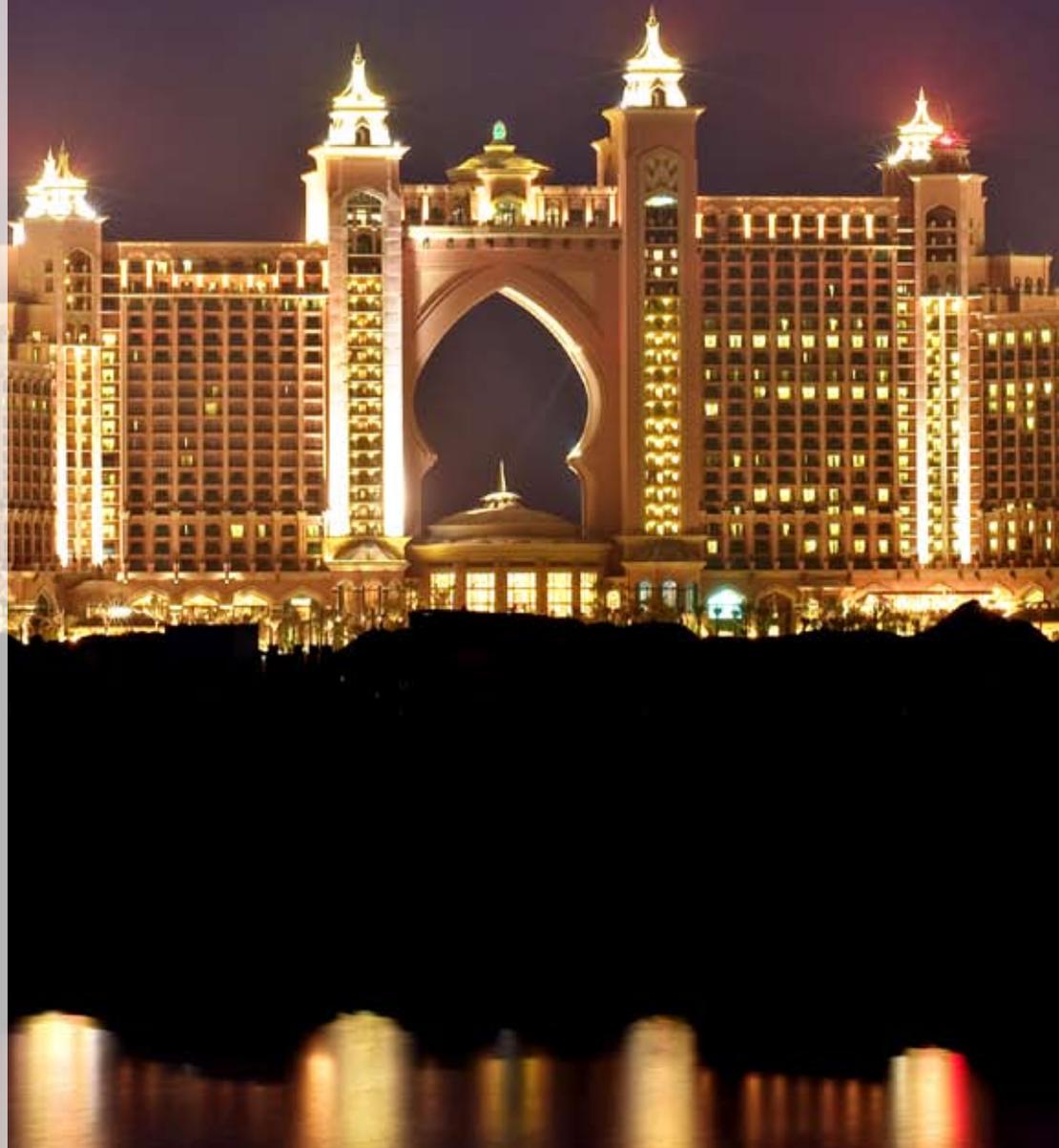
### **Project stages**

Based on the interior design, drapery tracks specifications, and L'Anees' own preferences, the choice was decided in favor of Forest Group KS drapery tracks. The program of requirements specified a high-quality drapery tracks with a smooth, 100% problem-free curtain operation system. The first demo model, built by L'Anees, was solely intended for aesthetic purposes, so as to provide an impression of how a room would look, and to determine if the basic design really reflected the client's vision. From there a second stage of demo modeling was started, whereby by a number of pre-selected interior design companies were asked to provide a demo model of the products offered. Prior to this, it had been made clear that the lowest price offered would not automatically mean winning the contract. On the contrary, factors such as quality, continuity and service level were as important in this stage as price. The complete process, from the very first design and demo model through to completion of the project, had taken no more than an astonishing two years. In the final instance, Atlantis The Palm resort and the Parker Company opted for the Forest Group KS track system and the Touch Control TCS motorized drapery tracks systems for the suites.

### **Development of procurement management**

Tender procedures have become an inescapable and very complex part of the procurement processes of European and American hotels. Until recently, such complicated tender procedures were not even considered in the Middle East, regardless the nature of the acquisition or which hotel it served. Particularly in the Middle East, where budgetary considerations were never an obstacle, it was customary to purchase the product first offered, without further ado. Under the pressure of investors, this tradition eventually had to make way for more objective buying, and today it is practically impossible to procure any product without a tender procedure. 🏠

*'The complete process, from the very first design and demo model through to completion of the project, had taken no more than an astonishing two years.'*





*Beautifully flowing drapes*

## *The unique Flow of Forest*

Have you seen those glamorous photos in the Home & Living magazines, with those beautifully flowing drapes? Those perfectly spaced folds, lending that perfect finish to that meticulously designed decor, where nothing seems out of place? If you have, there's every chance that the tracks holding those drapes are Forest. Forest offers a unique, characteristic flow that lends an extra finesse to even the most beautifully made drapes.



The word "flow", in this sense, not only points to a special way of hanging the curtains, but refers also to that subtle, noiseless, exceptionally convenient way of drawing the curtains. By hand, or by using the remote-controlled, soft-whisper electromotor.

The leading international Forest Group Nederland BV with footholds in the USA and Poland, is the preferred supplier of many of the worlds' most renowned and exclusive hotels.

The flow of Forest drapery tracks and drapery tracks systems is unique and famed the world over - and it's not difficult to see why. The brand's fame has been the logical result of its inexhaustible and intensive research & development efforts.





**The Forest Flow System represents beautifully smooth hanging curtains with an S-shaped pleat at the top. High-quality drape fabrics that can be attached to all types of Forest tracks in accordance with the Forest Flow method are the icing on the cake and give a room an extremely luxurious look.**

For the Forest Flow system, the top of the drape is reinforced by means of a special band with snaps. These snaps are then secured to the top of the easy snap slider. This top is very easy to slide into the foot of the slider, and can be used in any Forest track.

As a result, the drape hangs extremely smoothly, this effect can be enhanced even more by using very smooth fabrics. Apart from a beautiful end result, the RDS Forest Flow System also offers a practical advantage. Thanks to the easy snap system, the sliders and drape can be removed from the track fast and easy, in order to have them cleaned for instance. When you hang them up again, the reinforced top of the drape

and the snaps ensure that the drapes will hang as smoothly as they did before, retaining the S-shaped pleat, even when the drapes are drawn. You can leave the sliders on the drape during washing.

The RDS Forest Flow System is easy to incorporate, and Forest has fitted snaps on various track elements, ensuring a beautiful finish to the Forest Flow System. There are end pulleys, front runners and clip-on sliders with snaps, and the sliders and band are also available in black. The RDS Forest Flow System is suitable for bent tracks and private residences and projects that require contemporary yet classic and luxurious window treatments. 🏡

### *Forest Flow in hotels*

Apart from private homes, the Forest Flow System (RDS) can also be used in hotels. There are different curtain-closing options, such as special clip-on sliders and front runners. These are fitted with snaps, making it possible to secure the RDS band to this. You can of course also use a switch if there is enough room. The easy snap system is also ideal for quickly securing the curtains. The system comprises 2 parts: a carriage which remains in the track, and the easy snap slider. The sliders are easy to attach to the curtain, and during assembly the slider is "pushed" into the carriage. There is no need to secure snaps to the sliders during assembly, which saves a lot of time and

*Green Key*

## *Guarantee for environmental care*

An increasing number of businesses in Europe and beyond have a Green Key; the international quality mark for environmentally friendly businesses in the tourist and recreation industry.

Businesses with a Green Key treat the environment and nature consciously, without this affecting comfort and quality.

With its motorized tracks with time switch or built-in light sensor, Forest plays an important role at these Green Key businesses.



With the environment in the forefront... you'll be in the spotlight.

Imagine how much heat emitted by radiators or cold air from air conditioning systems is lost when the curtains in a hotel room always remain open. If they were closed, they would help in keeping the temperature in all those hotel rooms level, as a result of which the heating or air conditioning system doesn't need to work as hard, requiring less energy. Leaving that to the hotel guests or staff is a mission impossible. A much better solution is to use Forest's motorized track systems, fitted with a built-in time switch or light sensor. The curtains will automatically close at a pre-set time or when evening falls, without the hotel guests or staff having to worry about it. This results in considerable electricity savings and as such, cost savings!

In order to obtain a Green Key, businesses must take a number of different and compulsory environmental measures. Many of them relate to saving gas, water and electricity, and the separated collection of waste.

Apart from these compulsory measures, a business can also implement a number of optional measures. The sum of these optional measures ultimately determines the Green Key grade: bronze, silver or gold.

The Netherlands and most other European countries have quality marks for environmentally aware recreation businesses.

The most prominent, including of course the Green Key quality mark, are united in VISIT, which stands for Voluntary Initiative for Sustainability in Tourism. This platform enables businesses with quality marks such as Green Key to provide their customers with even better information about their products and services, while they can use the VISIT logo and corresponding slogan: With the environment in the forefront, you'll be in the spotlight. 🌟





**Bend it like top soccer player  
David Beckham in his top years.  
That has more in common with  
drapery tracks than you might  
think. With the development of the  
KS system in 1993, Forest Group**

*Bending aluminum in no time at all*  
***Forest drapery tracks:  
Bend it like Beckham***

**Nederland BV set a new standard  
in the industry. Apart from intro-  
ducing an aluminum track instead  
of a steel one, the simplicity with  
which that aluminum track could  
be bent was a revelation to all.**

Bending aluminum is quite difficult and it often leads to buckling or even tearing. That is why Forest designed the KS system, which comprises a single strip and a conveniently compact bending machine, a neat solution for working on-site or in the workshop. At Forest, simplifying the bending process still is an important point of development for its new systems. That is why all motorized and decorative track systems from Forest are so easy to bend.

Forest drapery tracks are made of high-quality, extremely stable aluminum, and stand out through their excellent quality and perfect finish. During the production process the tracks is chromated, which is necessary in order to add the high-quality elastic powder coating, after which the



tracks can be bent effortlessly. Forest track systems are UV-resistant and colorfast. The patented Forest 'Dry Lubrication', which is the last thing to be added to the tracks during the production process, obstructs the buildup of dust, as a result the sliders will continue to function as new for at least 10 years. Forest sliders are tested for a period of two years, during which they are exposed to temperatures of 100 degrees Celsius without showing signs of discoloration. These distinguishing elements enable Forest to apply a long warranty period for its track systems.

#### **Distinguishing service aspect**

By way of service, Forest partners can for a small fee use the Compact Forest Bending Machine or instruct Forest to carry out the bending work. Forest's specialist assembly department can manufacture and bend complete systems on the basis of specific customer requirements. The tracks can also be packed per department, leaving the local installation crew with nothing more than to suspend the tracks and - in the case of motorized systems - to connect it. This is a flexible assembly department. Capacity can be increased for large projects, so that completed tracks are delivered on time. The partner can also indicate his specific wishes per track on separate order forms. This may include cord-operated systems, or systems with a left or right-hand operating mechanism, single packages or ones that close in the center, ceiling or wall-mounted systems, etc. etc.

#### **Graduated arcs or continuous arcs**

The Forest bending machine enables the user to bend the tracks in different degrees, right up to a circle or semi-circle using the continuous bending wheels. This can be done manually and with the electric bending machine. Other than when bending a

certain number of degrees, when bending a track it is recommended to use a jig that enables you to check your work. The KS track can also be bent for counters, using an electric bending machine.

#### **'Special windows'**

Someone who knows a lot about special tracks and curtain manufacturing is Wilma van den Berg. In the Netherlands she has been the expert in the window treatments of different types of fabric for years now. She has written a book 'Bijzondere ramen' (Special windows) especially for the interior decorating industry, and she also gives training in the field of manufacturing curtain material in the Netherlands and Belgium. "There's hardly any knowledge in specialty shops, which is a shame", says Van den Berg.

"If you want to stand out from DIY-stores you have to be able to offer something that's slightly different". Her own business, Curtains & Drapes, obviously meets a demand. When the interior decorator or workroom gets stuck, they know where to find her. In order to increase the level of knowledge in the field of window treatments and bending in the industry, Wilma again intends to travel up and down the country. "I want to offer training, not just to training institutes, but also to hands-on people.

More and more knowledge is disappearing as a result of the aging population. Thankfully, Forest still has a lot of knowledge in the field of track systems and bending. They always have a solution for special windows and/or constructions. And if they don't, their R&D department will have developed a first prototype in no time at all. 🧑🏻‍🔧



*Roman Blind BCS system*

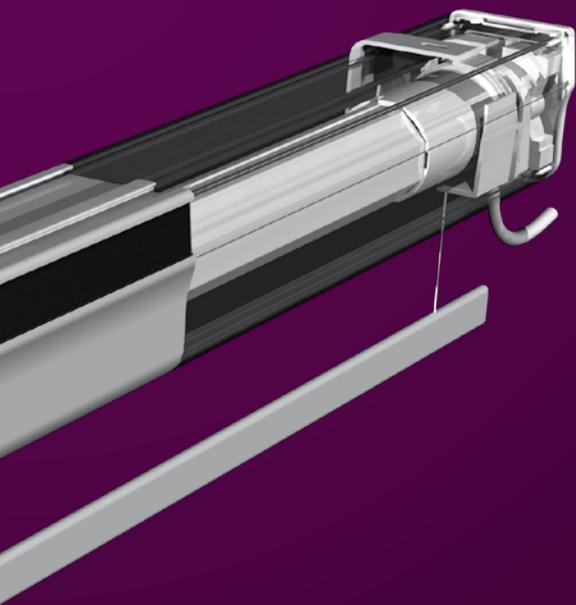
*Especially for taller window frames and heavier fabrics*



Another novelty of Forest is the Roman Blind 'BCS system', developed especially for taller window frames and heavier fabrics. The tubular motor in the system is 220 Volt and available in variable voltages as required.

An 80 Watt system with a traction of 12 kg (26 lbs.) is standard. The cord coils can hold 5.5 meter (18 feet) of cord. The Forest Roman Blind BCS system is suitable for all current control systems and incorporates a unique, patented cord braking system. If, for any reason, the roll down action of a blind is obstructed, the motor automatically trips out to prevent the blind leaning and the cord breaking.





## PRODUCT INFORMATION

- Elegant shaped aluminium profile, with Velcro hook tape
- Simple and quick installation with smart klick® bracket
- Manual setting of the tubular motor
- Can be controlled by wall switch, remote control (high frequency) or time switch (high frequency)
- Easy to connect to building automation systems
- Cord-drums can be placed on every position in the profile
- Max fabric weight per cord roll: 4 kg/9 lbs. and total system 12 kg/26 lbs.\*<sup>1)</sup>
- Maximum height 5.5 meter /18 feet
- Tubular motor with 26 rpm\*<sup>1)</sup> rotation speed which results in 6,1 cm/2.5 inches/sec\*<sup>1)</sup> velocity
- Torque: 4Nm\*<sup>1)</sup> (80 Watt)
- Easy assembling and smooth operation guaranteed
- Length: 5.80 meter /19 feet
- Profile quality: aluminium, chromated, powder coated

\*<sup>1)</sup> other motor types available on request

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*Forest Touch Control System*

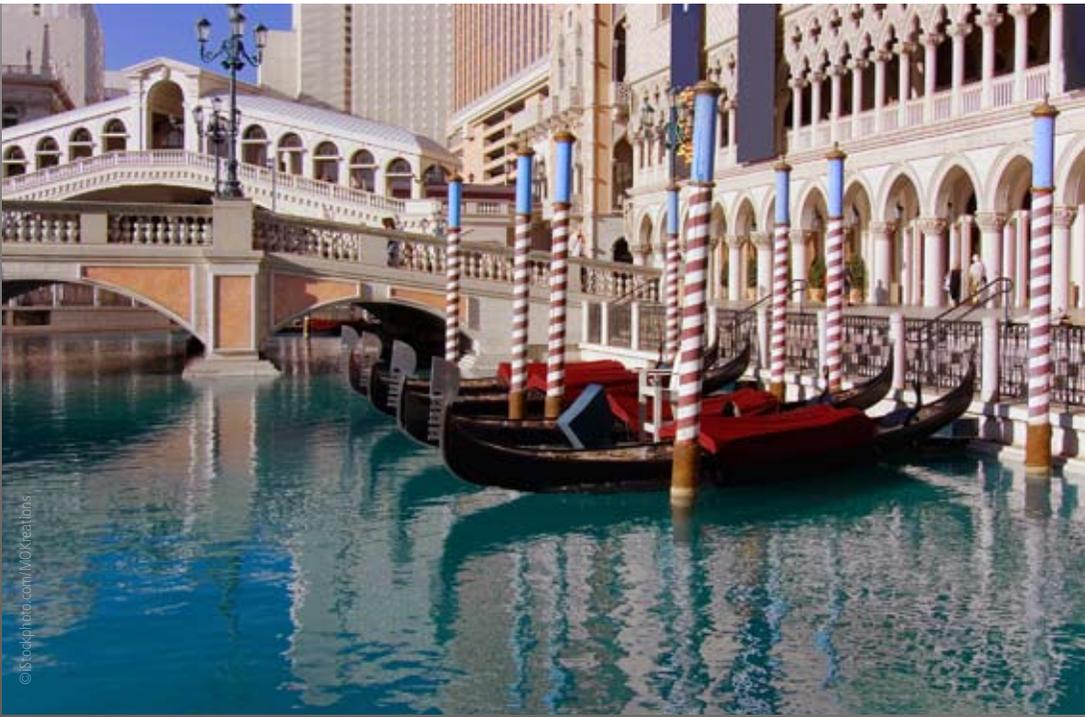
*Viva Las Vegas: Forest in  
the Venetian Hotel & Casino  
and the Palazzo Tower*

At the Venetian Hotel & Casino and the adjoining Palazzo Tower in Las Vegas, Nevada, you can experience the romance of Italy. These super-luxurious

American hotels and casino resorts are found on the famous Las Vegas Strip in Paradise. Owner and commercial operator is the Las Vegas Sands Corporation. Mason Contract Products and Forest Group USA joined forces in order to provide the 6,500 hotel rooms of The Venetian and The Palazzo with Forest motorized systems and Forest Touch Control Systems.



Las Vegas, Nevada, is famous for its numerous casinos, entertainment, and luxurious hotels. The history of Las Vegas goes back to 1905; in 1911 it was officially declared a city. By far the main attraction of Las Vegas are its casinos, the most famous of which are found on Las Vegas Boulevard, more widely known as the Las Vegas Strip. Many of these hotel casinos are of gigantic proportions, accommodating thousands of hotel rooms with huge casinos annexed to them. Among



the top hotels in Las Vegas the super-luxurious Venetian and The Palazzo are in a class of its own. The suites, for example, are twice as big as anywhere else. The Las Vegas Strip and the city of Las Vegas itself are renowned for the omni-present fluorescent light boxes. Seen from the universe, Las Vegas is the most brightly lit city on earth.

#### 144 hotel rooms per week

Mason Contract and Forest Group teamed up to put motorized window treatments in 6,500 guest rooms at the Venetian Hotel & Casino in Las Vegas, Nevada. That's 144 rooms per week for several months just to do the first tower. How did they win the job? With smoothness, quietness and reliability. These aspects of the motorized system were critical in getting the job and the additional Touch Control feature was icing on the cake. The installation was completed in 2007 with no complaints to date – a testament to the sturdiness of the product.

Mason Contract has been serving the hospitality market for 20 years. During this time, the company has seen a lot of trends come and go. "Today's hospitality client is making an aesthetic change moving the treatments closer to the window," comments Charlie Grady, VP Sales & Marketing for Mason Contract. He further states "flat treatments – roman shades and inside mount treatments



of all kinds are what is in demand; trending away from the traditional two-track system of drapery and sheer." For Charlie, choosing Forest Group is easy because the variety in the line is good, the quality is there, and the pricing and service are exceptional. 



**The curtain industry cherishes Wilma van den Berg as an inspired professional, who has provided specialist training courses and published books for some 18 years. Wilma's expertise and engagement**

*Special window treatments*

## *The Very Special Windows of Wilma van den Berg*

**with the state of the industry are near legendary, and the same can be said of her training company, Curtains & Drapes. So it's back to the school desks, sit up, and listen to Wilma so as not to miss a single detail!**

Wilma van den Berg learned the trade on the workfloor. Her roots are in the fashion industry. After finishing her training she started giving training courses in soft furnishing. From there she went on to develop her expertise in curtains and drapery. In the Netherlands, Wilma is recognized as the unrivalled specialist in drapery and soft furnishing. For 18 years already, she's been active in the industry in which she has earned widespread authority and popularity. With her own training school, Curtains & Drapes, which provides instruction courses in Holland and Belgium, Wilma van den Berg is one of a kind.

Her unbridled energy and commitment are further evidenced in the 12 books she has published to date, including 'Special Windows'. Most of the draperies discussed in this publication are made around Forest systems and it is demonstrated, for example, how curtains for round windows are made.



### Theory and practice

“A big plus in my training courses is that they are suitable for in-house company training”, Wilma explains. “The training takes place at the company’s own location, and that allows us to create a course that is designed around the real needs of the business owner and their staff. So, we’ll look at the systems and types of fabric sold in that particular company, but we also discuss the forms that are used for processing orders and other relevant issues. In most cases, the training includes a theoretic and a practical component. In the practical component we give instruction on things like how to measure a window, and how to bend a drapery track most effectively. In my experience, teaching by example is the best way to make sure the trainees will remember the new skills learned.”

The training also discusses the use of valid and effective sales arguments. For example, how do I manage to get my customer to choose from 3000 different fabrics? Wilma: “What really is very important when you have such a vast choice to pick from, is for the sales person to ‘funnel’ the process. If you don’t do this, the customer may just find it all too much and walk away confused. The ‘art’, if you like, is to guide the customer, by asking specific

questions that allow you to eliminate certain fabrics, manufacturing styles and suspension systems. Questions like: what is the purpose of the window treatment (purely for decoration or to block out the light); must the fabric be size-holding and so on; these will make it all much more manageable for the customer to handle. You’ve then created a basis for the customer to make a balanced choice, based on their personal preference. If you approach your customer like this, they will feel good afterwards about the professional advice you, as the sales person, have given them”.

“One should always remember that for the sales person on the floor, the product you’re asking them to sell is yet another they need to

become familiar with. That’s why it’s important you give your sales staff opportunity to get to know and be comfortable with everything your company sells. If you don’t, don’t expect your staff to give the best advice. In our training courses we create a pleasant, relaxed atmosphere, and we pamper our students a little. That way, the course will leave some nice memories, and the skills they’ve learned are more likely to stay and be used. Overall, I think we could use some more expertise in this industry. What you see happening everywhere is that good trades people are becoming scarce, and it’s no different in the upholstery and soft-furnishings industry”.



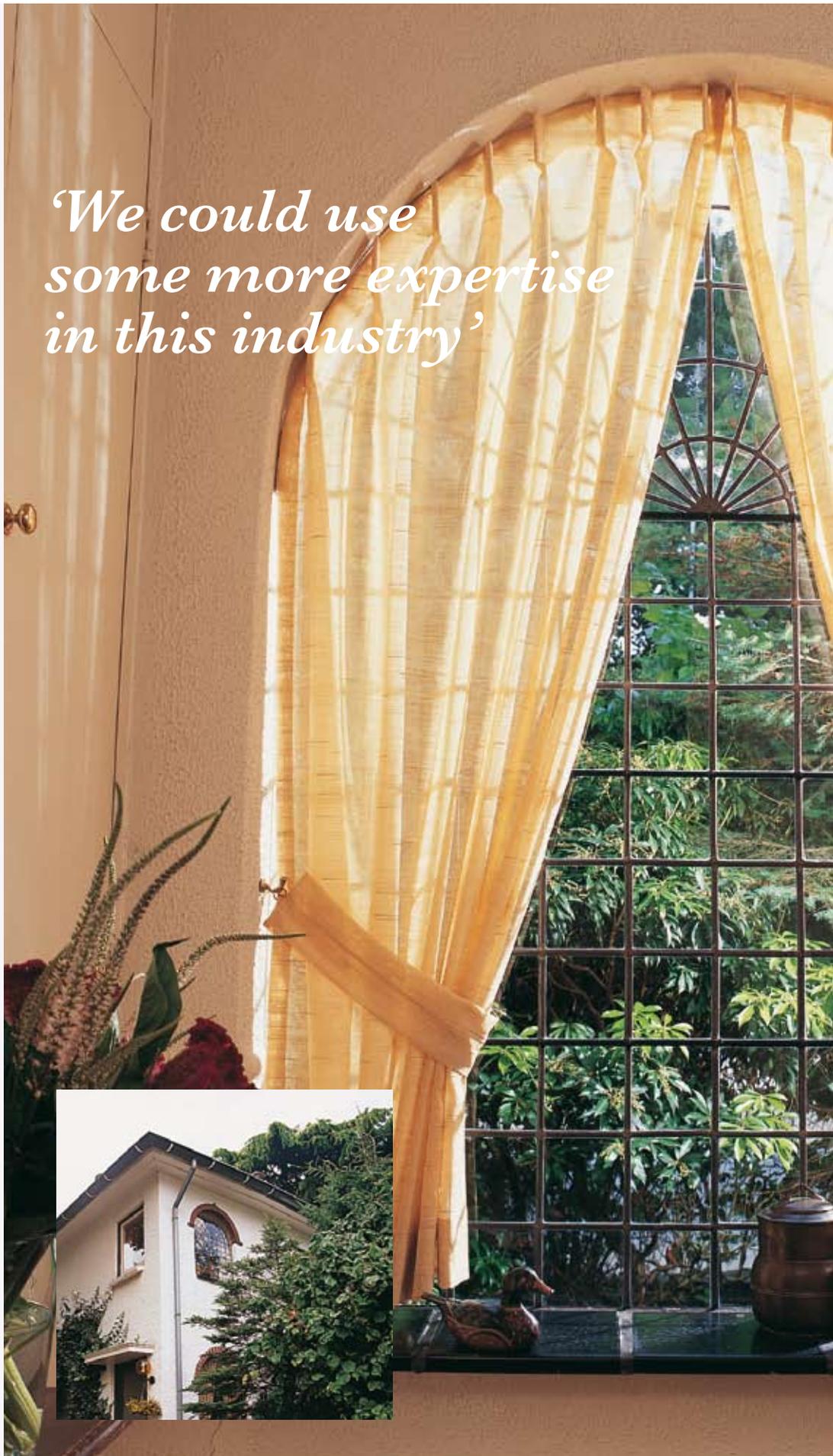
**Curtain Support Desk**

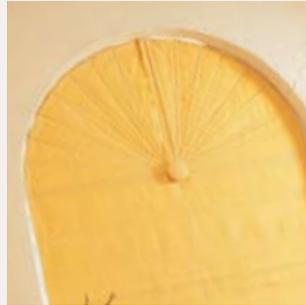
In a joint initiative WoonWerk, CBW and suppliers have set up a curtain support desk. Shop-floor staff who have tricky questions about curtains and drapery can call the help desk direct on 0900-2345630 (20 Eurocents per minute, only available in The Netherlands), or send an e-mail to [gordijnadvies@woonwerk.org](mailto:gordijnadvies@woonwerk.org). The idea of the help desk is for retailers or their staff to call this number if a customer is asking for specific information which the sales staff are unable to answer on the spot. And they can also approach the helpdesk with any other questions about curtains, like fabric composition, washing and ironing guidelines, etc.

“I often notice that consumers seem not very well informed of the many window options. That’s why it’s important that sales people should be familiar and comfortable with the various systems and styles available. The biggest hurdle is still the quality of the communication between the consumer and the sales person. This is why our training program includes, next to the sales techniques, many of the other important support tasks sales staff have, so that, ideally, everyone in the company knows what they’re doing. The risk of something going wrong somewhere in the communication process is very real, and when it happens, who’s to blame? But that isn’t even the most important issue. What matters the most is to make sure the customer is satisfied. That’s your first priority, even before sorting out where the error was made. Everyone can learn from this so you’re not going to have the problem next time. When you’re dealing with all sorts of shapes, like round windows, triangular windows, and so on, a mistake can be very costly”, says Van den Berg.

That same professional dedication is the reason why Wilma often gets asked to work together with an interior decorator with special projects. And, she makes no secret of her preference for Forest DS and CRS track systems. “I really think they bring out the curtains beautifully. If a flounce is used, the curtain never hangs straight because it will change the point of gravity and pull the curtain back”.

*‘We could use some more expertise in this industry’*





### Added value

“If as an interior decorator you really do want to set yourself apart from the DIY trade, you must be able to deliver the added value”, teaches Wilma van den Berg. “And in the area of drapery, you have all the options to do that very well. If our industry is not being effective on that level, you really are placing yourself at risk of losing the middle segment of the market to the DIY industry. If that were to happen, you would have a home decorating industry that exists purely to service the top end of the market. And that’s by far a much too narrow basis”, notes Van den Berg. She also observes a trend where businesses are increasingly hiring stylists to advise consumers in the area of home decoration. “Again, it’s important that the stylists are right up to date on what’s available on the market in the area of window decoration and new developments. From that perspective, the market looks a little tame at the moment. And really, this is a time where we should be seeing innovations. A few years ago, the folding curtain systems (BS) were coming on very strong, and more recently we’ve seen the panel system (PS system) flourish.

And yes, Forest has introduced the motorized track, the Forest Shuttle, and a contract blind system (BCS), but I, for one, would be very happy to see more action in the way of new products. My ‘Grote Gordijnenboek’ (The Curtain reference guide) has been very successful, with over 30,000 copies sold.

I think that says something about a strong and ongoing demand for information on window styling”. All in all, it looks like Wilma van den Berg will have frightfully little time to rest on her laurels, any time soon.

If you would like to know more about her work, visit [www.curtainsanddrapes.nl](http://www.curtainsanddrapes.nl) 🏠



*A customer is called a partner for a reason*

## *Forest's special support for customers*



The fact that a Forest customer is not called a customer but a partner has a reason. First, we attach great value to personal and long-term relationships, and a word such as 'partner' fits in better with that than 'customer'.

But we also aim to let the market share grow together.

And who fits that bill better than a partner? An introduction to the special support provided by Forest to its partners.



### Forest partner

Of course, not everyone qualifies to become a Forest partner. Apart from logical requirements such as company size, being fully integrated in the market and a host of expertise requirements, we also feel it's important that our partners endorse the Forest core values:

- stick to your promises
- deliver the highest quality, whatever you do
- be friendly and correct
- aim for a higher goal as a team

If you comply with all of that, then there's nothing to stop you from becoming a Forest partner and using the special support provided by Forest.

### Communication support

Let's start with printed matter and promotional material. This could be Forest brochures, or product information and pictures that partners can include in their own brochures. We also have different Point of Sale (POS) materials, including table displays and sample boards that a Forest partner can use in his showroom. For promoters and designers we have a special Architect's folder that holds actual pieces of the different profiles as convincing proof of the quality of the Forest systems. There's also a USB stick in the shape of a business card, which holds all product information and a corporate video. Our website offers a complete overview of the different products (with images) and a host of brochures that can be downloaded. A new aspect is a periodic e-mail newsletter which partners and other interested parties can subscribe to in order to stay up to date about the latest developments in the field of window decorating.

### Product knowledge support

If so required, Forest can organize training sessions and seminars for both the partner's staff and customers. This enables our part-



ners to provide their staff with additional knowledge about Forest products and to invite customers to attend such a training session or seminar. It is also possible to visit planners and architects together with members of staff of our partners, and special texts are available to create design specifications.

### Marketing support

Translating vision, innovation and guts into qualitative and quantitative objectives is a key ingredient of Forest's marketing policy. The basic premise is what the market demands, not what we want. Instruments such as 'marketing intelligence' and 'be connected' are essential conditions for professional marketing. Our business partners, buyers, suppliers and other parties involved fulfill an important role for the development and marketing of the correct product/market combinations within our international network. In addition to technical and product seminars, we offer our buyers marketing workshops where we discuss items such as business plans, imagination, sales, pre and after-sales, etc.

Forest products are A-brands and are recognized as such by the market, partly because of our impressive reference list ([www.viewonthe-world.nl](http://www.viewonthe-world.nl)). Carrying an A-brand creates a level

of trust that also rubs off on the Forest partners. This effect is enhanced by putting the Forest logo on all of our systems, packaging and, by means of a unique laser technique, on the tracks as well. This is the best and most convincing way of spotting product copies. Imitation products are a persistent problem which successful trendsetters in all branches of industry are confronted with. By clearly marking all systems and parts with the Forest logo, they are always recognizable as such.

### Assembly support

Apart from supplying all different systems as separate parts, the products can also be assembled in-house, such as for systems which the partner doesn't hold in stock, but also when the capacity of the own assembly department falls short.

Forest will do anything to support its partners and to give them the right tools for a successful marketing process. 🏠





Let's start at the beginning. How long has Forest Group Polska worked the Polish market? *"Forest began operating in the Polish market in 1995, but Forest Group Polska has been there not as long, it started its operations in Warsaw in 2004. In those early days the market was uncomplicated, as were the products available in those days. From the outset, we focused strongly on product quality. Firstly, by selling the quality products of Forest, but also by giving all orders - small or large-top priority. In terms of our customer relationships we always worked on creative, productive forms of cooperation, for example, by helping customers develop out-of-the-box solutions such as curved drapery tracks and motorized systems. At the same time, we attuned our product range to customers that needed functional and affordable solutions. The first Forest products were in fact available on the Polish market as early as the 1990s. But our key product - Klick System - became increasingly accepted and customers now often just say 'KS' when they mean drapery tracks"*.



*Forest Group Polska*

## *Perfect match between windows and curtains*

Forest drapery tracks systems are distributed, sold and installed worldwide in some 75 countries. Next to its headquarters in Deventer, The Netherlands, Forest Group now also has locations in the USA and Poland. We were interested to know a bit more about the Polish market for drapery tracks systems. And, we're excited about the success of Forest in Poland. To find out more, we went to Warsaw for an interview with Robert Janiszewski, General Manager of Forest Group Polska.

## “Some customers just say ‘KS’ when they mean drapery tracks”

Why do you think Polish consumers started to prefer Forest products?

“Poland’s geographic location in Europe was the reason why our first home decoration products, and the way they were made, were molded on the functional German solutions of that time. But even now the most popular method is the use of gathering tape, using safety hooks to hang the fabric. The use of the ‘Klick’ safety hooks, which makes it possible to quickly attach the fabric and slide the curtain easily along the track, has strengthened our market position significantly. A seemingly minor detail, but it has made a big difference to the many service teams who work in hotels and holiday resorts in terms of ease and convenience and work hours spent on decorating windows. Forest was the first company on the Polish market to supply drapery tracks up to 7 meters (23 feet) in length, which eliminated the need for making connections as was necessary in the past. And, the Smart Klick hooks have made the home decorator’s job a lot easier. Installing any type of KS track takes much less time compared to other track types, for example, a PVC tracks that only has pre-punched installation holes”.

Can he identify other advantages of the Forest systems? “By supplying our customers with a package containing tracks of 5 or 6 meters (15 to 20 feet) in length, they can just keep selling without having to worry about the extra costs of transport. And, they can now bend the tracks themselves or fit them with a cord mechanism, exactly to the dimensions ordered by the customer. With services like the use of a bender we enable customers to generate additional income and deliver a curved track that perfectly fits any window and any curtain”.

“All track types we market can be installed using standard attachments and the same brackets. This makes it possible to extend the functionality of the tracks, at any time, for example, with a cord mechanism, without having to drill extra holes in the ceiling or the wall”.

How should curtains be hung?

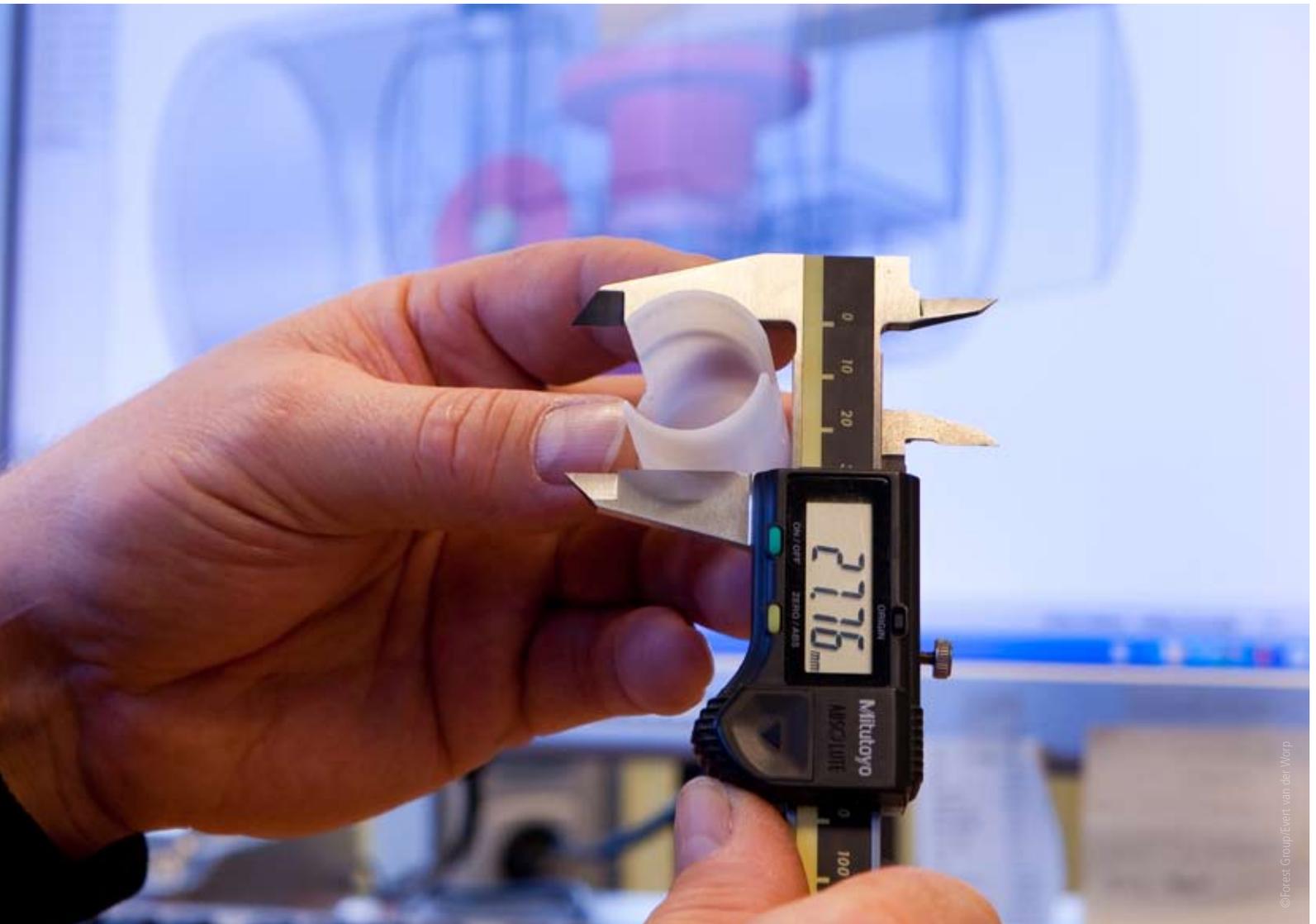
“That’s one of the questions we often hear in discussions between interior designers or decor-

ators and their customers. To answer it correctly, you need to first determine the function of the window. For interior designers and home decorators the following are important: size of the glass, exposure to the sun, user convenience, accounting for the weight of the fabric, and the style and mood of the room. Regardless of whether a designer or home decorator is involved with a hotel or a private home, they must have an eye for the individual character of the rooms and the lifestyle of the user. We know that with our drapery tracks systems we can create perfection in any decorative style, combined with a high level of functionality. In an effective interior design, you will not see our drapery tracks, and the user will only experience flawless, comfortable, quietly drawn curtains. Day after day”.

“If, for example, block-out curtains must be hung from the ceiling, you’re obviously going to need a drapery tracks that is very functional and can achieve complete light block-out. Our KS tracks are equipped to take the weight of the material and ensure these heavy curtains can be controlled problem-free, quietly, and smoothly. This, and the long life of the aluminum tracks and associated components, which are UV resistant, has made KS the perfect solution for all companies in Poland that decorate and soft-furnish hotels and hotel rooms”.

What other customers besides hotels does Forest Polska service? “Home decoration retailers and studios contribute importantly to our accounts portfolio. Both these professional groups have really moved ahead in the past few years and are more dynamic. Nowadays, if you can’t deliver quality products and additional services, like pattern application, as well as high quality installation work, you’re not in the race. This is the new standard. And the public is very open to new trends and modern solutions. Electrically powered solutions, for example, using remote controlled drapery systems. And roman blinds are becoming increasingly popular as well. You’ll find Polish companies at all the leading trade exhibitions, and their products are increasingly seen in private homes, hotels and other buildings throughout Europe. We enjoy working together with these demanding clients. It’s a cooperation that is important to us and a challenge we’re quite happy to take on”.





© Forest Group/Evert van der Worp

*Research & Development*

# *The continuous search for improvements*



Forest Group is a typical example of an active and creative organization constantly looking for improvements. It comes as no surprise then, that product innovation is a key theme in the corporate philosophy. The search for improvements started with the development of the KS system (1992). From that moment onwards, a large number of new discoveries and improvements found their way onto the market.



With only two members of staff, the Research and Development department at Forest could be labeled as ‘small but nice’. However, that wouldn’t do justice to the often remarkable achievements of this department. Every day, they are developing new systems or improving existing systems. In order to expand their own technical abilities, understanding and know-how, they occasionally work with different external parties, each with their own specialty. The input for working on improvements and the development of new systems is fed by a feeling for and developments on international markets, questions from customers and wishes often put forward by own staff. Together they are the source of inspiration for product developers, who often consult with management and staff from the sales and purchasing departments.

### Own patents

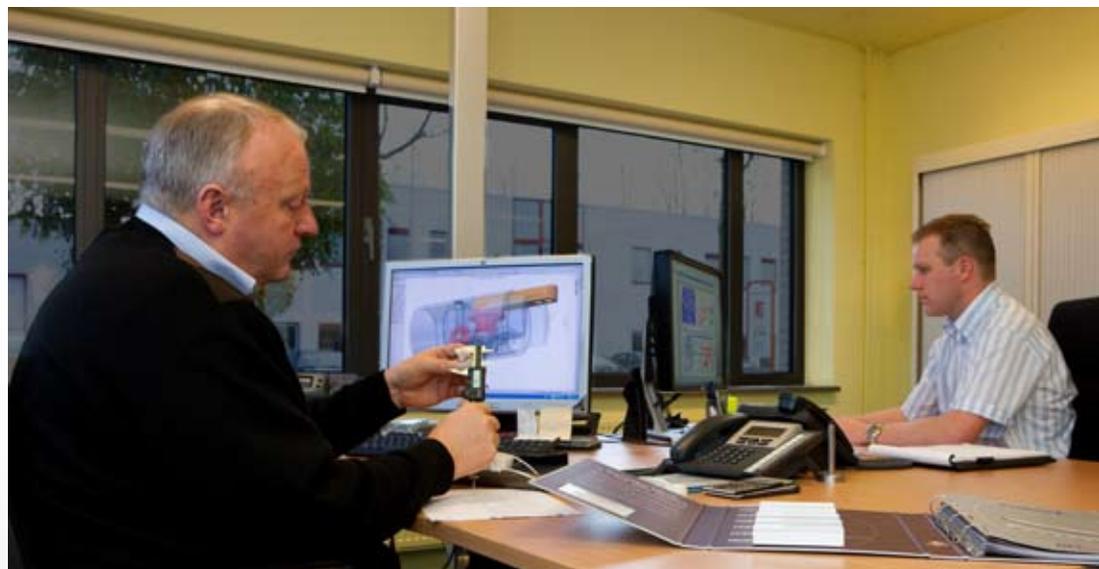
All this hard work has led to various own patents granted to Forest, with a continuous stream of pending patent applications. As for a patent, the patent number is often printed on the product in question. R&D employee Frans Overmars stood at the basis of the development of Forest’s KS system. “In the early nineties, together with Henk Bosgoed, the director and owner of the Bosgoed Holding group of companies, we started looking for a good alternative to the standard steel tracks used by everyone up to then”, he remembers. “This ultimately resulted in a system that stands out through its simplicity and functionality. The KS system is an aluminum tracks, can be bent using one strip, has been treated

with a dry lubricant spray for a maximum sliding surface, it has snap-on sliders and exchangeable smart click-on supports, and the list goes on. Quite a breakthrough, I have to say.”

### Extensive testing

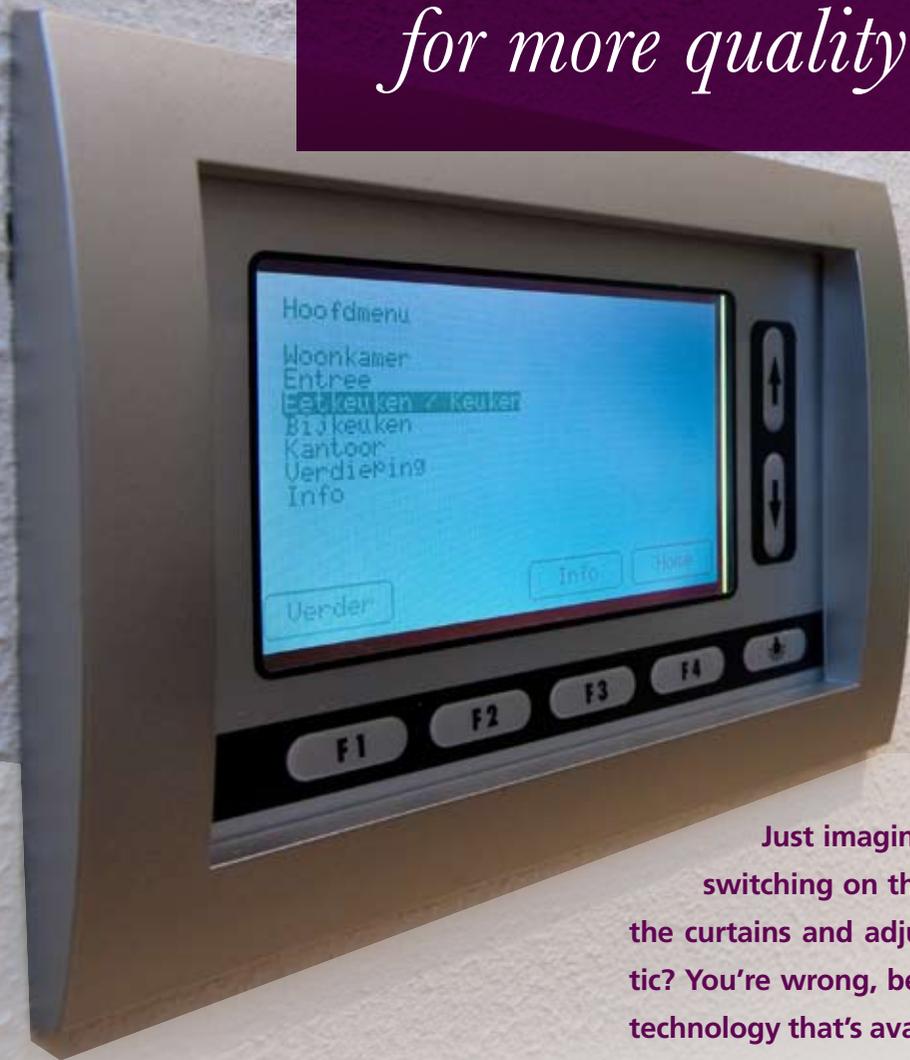
Frans Overmars: “The development of such a system really is a process of ups and downs and a lot of hard thinking. After a lot of attempts and the necessary misses, you get to the stage of the initial drawings, after which you start the first prototype, followed by test, after test, after test. And ironing out the rough spots in the meantime of course. Finally, we can present a new system that does what it should do and that meets Forest’s high quality requirements. After all, supplying quality is very important at Forest, which is why all systems are extensively tested before they are marketed.”

The initiative to innovate and the subsequent actual development steps are often also achieved in collaboration with customers and suppliers, combined with close scrutiny of the latest trends and new developments in the field of new materials and material applications. Forest also invests in innovative projects, such as the Home of the Future in Portugal. This house has been fitted with various motorized systems from Forest. The company recently cooperated in a study by Philips about the future of window decorating in combination with new lighting techniques. As such, the search for improvements continues unabatedly at Forest, offering benefits for buyers and end users. 🌱



*The future is now*

## *Domotics - high-tech solutions for more quality time*



Just imagine: on your way home, you press a few buttons, switching on the outdoor lights, heating up your pizza, closing the curtains and adjusting the central heating. Sounds a bit futuristic? You're wrong, because these are just some of the examples of a technology that's available now. The collective name for this is domotics; derived from domus (house) and tics (telematics). In addition to comfort and safety, the high-tech solutions of domotics increase the quality of our lives and give us more quality time, explains Corien van Berlo, director of the Smart Homes foundation.

The official definition of domotics is: the integration of technology and services so as to improve the quality of living and life. And according to Wikipedia, this applies to both inside the home and services provided to the home. Not only does domotics or domestic automation sound comforta-



ble, it actually is. Regardless of our age, the phenomenon of quality time has also entered our sensible little country. We want to spend more time and effort on atmosphere and having a pleasant time with our families and friends. Cherish valuable moments. The 'my home is my castle' feeling certainly contributes to that. What's better than technology to help make your own home even more comfortable and safer by means of the high-tech solutions provided by domotics systems? Systems that ensure that the more senior citizens among us can call for suitable care and services with a push of a button, enabling them to live independently for longer.

### Smart living

"It's a common misconception to think that domotics are only for the elderly", Corien van Berlo tells us. "It may have been the reason to set up the Smart Homes foundation, but that's an aged concept now. Domotics is a technology that increases comfort and safety, and it's available to people of all ages. I must be honest though; this country has more advanced domotics systems for senior citizen projects than the high-end domotics you find in, particularly, Belgium and the Middle East. Another misconception is that domotics is very expensive and complex. It's not."

### Smart, smarter, smartest

So what makes a house with domotics so different from the rest? That does of course depend on the system applied, but let us give you some examples so you can form an idea: night lights that show you the way to the bathroom in the dark, curtains that open and close automatically, lights that switch on and off to give the impression that someone is at home during vacations, setting the house to night mode with one push on the button (all electronics off and the alarm activated), a computer network throughout your house, a care alarm system that allows you to live independently for longer, and the list goes on. In a nutshell: a higher level of safety, comfort, communication, information, entertainment, energy-saving, climate and care (if you need it). In order to convince the public of those benefits, Smart Homes built The Smartest Home in the Netherlands, a test and demonstration home with four integrated pillars: IFD (Industrial, Flexible, Detachable) building, domotics, sustainability and accessibility. Smart Homes also uses its 'Smartest Stand' at consumer trade fairs to promote domotics, says Corien van Berlo. "In our experience, people are still a bit reluctant. They often think that domotics is probably extremely expensive and complicated. In order to get rid of that misconception, we started the Smartest Stand."

### Still so much to do

Ask any random contractor, architect or fitter about domotics and the chances are you come away empty-handed. There is still a lot of ignorance about what domotics exactly is, let alone what its possibilities are. Van Berlo admits that Smart Homes has its work cut out. "That also applies to construction. After all, houses do not have a standard infrastructure for domotics. Windows for instance, should have a standard connection for a motorized drapery tracks. And apart from that, they still use old standards. The NEN1010 safety standard for instance dates back to the early sixties, while the government likes to leave everything up to the market. The Buildings Decree no longer contains a provision that a data line (telephone, cable TV) is installed on the second floor as a standard. It's an illusion to think that in the future everything is going to be wireless, and people still need power, so we still need an infrastructure." That means that Smart Homes has an important informative role. "With clients for instance, to enable them to improve the formulation of their instructions, and with architects who may play a role in that. Contractors too need to be educated. For them, domotics have zero priority and because they don't know anything about the subject matter,



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they don't want anything to do with it. When you look at it, the structure is curious: the installation company is always the subcontractor, while the house can be built on the basis of the infrastructure. So, first, determine what a house needs, and then build the walls around it!", says Corien van Berlo, who has consumer education high on her list of priorities. Because: where do you send a consumer when he needs more information about domotics? The fitter is often not geared to that and the number of specialist companies is limited. Van Berlo thinks this is something that interior designers could do: "they could form the platform for consumer information about domotics systems. In Breda for instance, there's a lamp store with a shop-in-shop domotics shop."

### Forest motorized systems & domotics

At present, the most prominent software platforms for domotics systems are Konnex (European) and Z-wave (American). Both systems have their own followers in the shape of manufacturers who develop products that can be operated using one or both software platforms. Forest's motorized systems can also be operated on both platforms. With a view to developments, it is possible that later, multiple systems will coexist. As for motorized window decorations, energy management and safety are the main issues, also in projects. In hotels for example, the curtains close automatically when you remove your keycard, saving energy. And there's the safety aspect of letting the curtains open and close at set times when people are frequently on holiday. After all, there are time switches that allow you to pretend that someone's

at home in the evenings. And finally, there's the convenience of no longer having to open and close curtains yourself. Light sensors automatically cause the curtains to close when hit by sunlight, causing less discoloration in furniture. Forest recognizes the potential of domotics and emphatically includes this technology in its own innovation and R&D programs. The Smartest Home in the Netherlands is not fitted with Forest for that matter, but the revolutionary and much talked about Home of the Future in the valley of Marvão in Portugal is. This house, which gets its power from sustainable sources such as wind and solar energy, offers a wide range of domotics solutions and a surprising look into the near future. Again, the technologies used are available: inner doors that open and

close by the palm of your hand, voice recognition access control at the front door, spoken commands to 'order' a cup of coffee, lighting systems that use three times less energy (a very topical subject), voice-operated TVs, hi-fi systems, curtains and sun blinds, et cetera. The possibilities are endless and not exhausted by a long shot. Who accepts the challenge? 🏠





*Emma Children's Hospital*

*The world's most sophisticated children's hospital is located in Amsterdam*

The Emma Children's Hospital in Amsterdam south-east is the university children's hospital of the Academic Medical Centre, better known as AMC. Many children and babies with a special or rare disorder come here, often after having been referred by another hospital and they come from anywhere in the country. Following the opening of its latest nursing ward, the Emma Children's Hospital can call itself the world's most sophisticated children's hospital. We interviewed someone closely involved in this special project: Walter van Lier, of the project and consultancy agency of the same name from Helmond.

The Emma Children's Hospital is undergoing radical changes, because the existing wards no longer comply with modern-day requirements. Patients and their parents need more privacy, and for the children who are nursed here it's very important to be in a soothing, calming and positive environment. That is why the nursing wards on the 9th floor are all being renovated and redecorated. This will be done in stages, as patient care can of course not stop. One by one, the nursing wards move to their new location on the 9th and part of the 8th floor; a considerable project that has been dubbed 'The Metamorphosis'. In 'The Metamorphosis', which is scheduled to be completed in two years' time, the focus is on children and their parents and other family members. After all, in order to speed up their recovery, it is vital that the 'ordinary' lives of the sick children continue as normal as possible and that they keep in contact with the outside world. The Metamorphosis has been financed through gifts and donations from the Support Emma Children's Hospital AMC Foundation and the Ronald McDonald House AMC Amsterdam.

# *“because tracks and track systems in hospitals have to be extremely strong and stable”*

## **Impressive references**

Walter van Lier Project & Consultancy agency of Helmond specializes in high-quality window treatments. The company has 6 permanent members of staff and more than 20 years of experience in drawing up and supervising projects, and the supply and fitting of quality products in the field of window treatments and interior and exterior sun blinds. One specialty is the customized electric drapery tracks that is available in all sorts of bends. Walter van Lier's reference list is impressive, with names such as Hotel Des Indes in The Hague, Maastricht University, various projects in Saint Petersburg in Russia, the Amsterdam fashion salon of well-known fashion designer Mart Visser, Maastricht University Hospital, Eindhoven Catharina Hospital, Amsterdam University Hospital and, of course, the AMC and Emma Children's Hospital in Amsterdam's AMC. Impressive indeed. It comes as no surprise then, that the Emma Children's Hospital AMC asked Walter van Lier Project- & Consultancy agency to help out with this special project, during which the patients and their parents must (and continue to) be surrounded with the greatest care, in addition to all construction and renovation work.

## **'Preferred supplier'**

When you look at that reference list, it's not hard to find out how Walter van Lier came into contact with the Emma Children's Hospital. "No, you're right. We've been working for various hospitals, including AMC Amsterdam, for many years now. So, we kind of see ourselves as a 'preferred supplier'. When the Emma Children's Hospital started this project, they called in a design agency who was subsequently instructed to hire us for anything to do with drapery and drapery tracks.

We're now working on the 2nd phase of The Metamorphosis in tower H on the 8th floor. That should be finished in January 2010, and after that, the entire project will take another two years."

Walter van Lier Project & Consultancy agency has been using Forest products for years. "I bend them all over the world I sometimes joke. But seriously, Forest products are top-quality and the partnership is excellent. That's why it was obvious to use Forest products in the Emma Children's Hospital as well. We then got into contact with Hunter Douglas to discuss curtain fabrics, because in a hospital environment they've got to be fire-resistant. That's why we opted for Ploeg fabrics, so everything that's being fitted and hung here is made in the Netherlands. That's something to be proud of, I think."

## **Strong and stable**

We are of course eager to find out which systems Walter van Lier will supply to the hospital. "We're using different Forest systems here. We've opted for FMS, CS and the new MTS separation track, also because tracks and track systems in hospitals have to be extremely strong and stable. We're also going to do something new, well, in hospital terms anyway. We're going to use the Forest Flow system, fitted on MTS track, for the entrance curtain of the single patient rooms. Apart from extra privacy for the patients and their parents, it looks better and visually, it's completely different, especially in an environment as this one. The Forest Flow system looks considerably more pleasant than the standard curtains you usually see in hospitals."

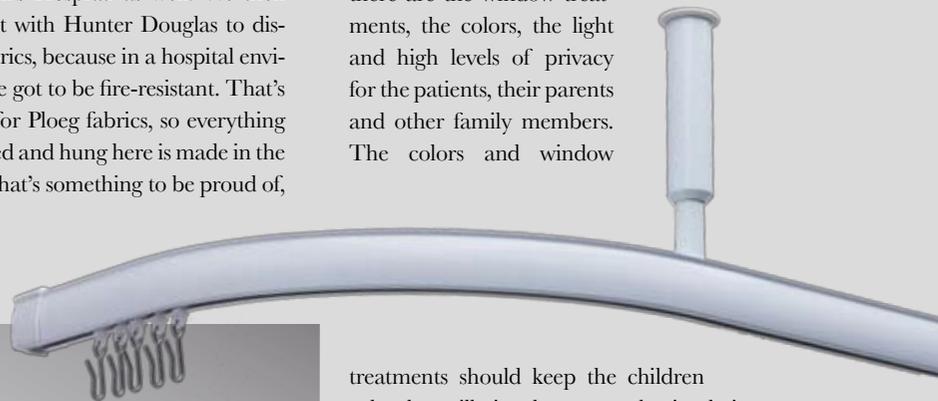
So what is it that turns the Emma Children's Hospital into the world's most sophisticated children's hospital? "Well, part of it is down to the entirely new layout and all the new and sophisticated equipment. On the other hand there are the window treatments, the colors, the light and high levels of privacy for the patients, their parents and other family members. The colors and window

## *The Emma Children's Hospital*

The Emma Children's Hospital, or EKZ, treats children and youngsters up to the age of 18. This hospital focuses on the correct and careful treatment of its patients. Medical and nursing students are trained here as well, and it's home to scientific research into different fields of pediatrics. The EKZ has 170 beds, spread out across 7 nursing wards: IC Neonatal (for premature babies, Infants (0-1), Older Children (1-10), Teenagers (10-18), Children's Surgery (0-12), Children's Oncology (for children of all age groups who suffer from cancer) and Children Intensive Care (all age groups). There's also an Outpatients' Clinic for Children and a Day Hospital for brief examinations and checkups.



treatments should keep the children calm, but still give them enough stimulation to be active. Soothing, calming and positively stimulating in one, so to say. That's quite special from a global perspective. And so is the focus on privacy. They're going to fit pull-out beds in the single patient rooms, so that parents and their child can sleep in the same room. Yes, it's very special, this place, and we're extremely proud that we've been given the opportunity to work on this unique project," says Van Lier. 🏡





# **Forest**<sup>®</sup> **Shuttle**

With the Shuttle, Forest launches a new standard: extremely silent, it can be connected to all different Domotics systems and is fitted with unique separate modules, depending on the operation requirements. Another unique aspect is this motor's 10-year warranty!

The Forest Shuttle can be fitted with a Z-wave receiver.

The Forest Shuttle has a freewheel mode, convenient in the event of a power failure

The Forest Shuttle has been designed by Forest with a unique Touch Impulse System and is all set and ready for the Domotics revolution.

# THE LAUNCH OF THE FOREST SHUTTLE

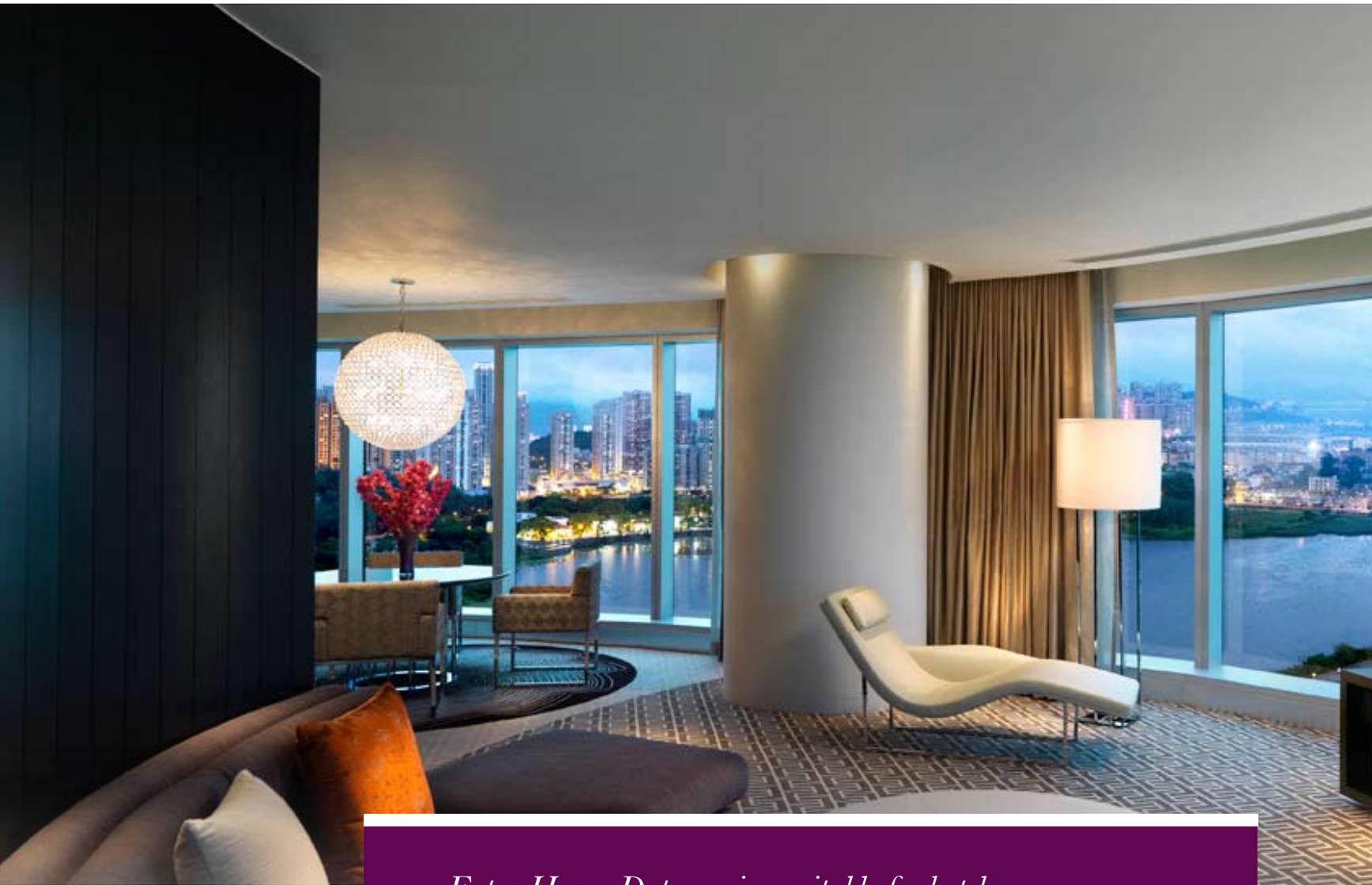
A SMALL STEP FOR FOREST R&D

A GIANT STEP FOR WORLDWIDE  
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*Extra Heavy Duty version suitable for hotels*

## *The Forest Hotel Track; from Canada to Africa...*

Textile Trimmings in Vancouver, Canada, is a wholesaler and distributor of hardware for curtains and workshop essentials for interior decorating and upholstery. Apart from a wide range of hardware products, Textile Trimmings customers can have their drapery tracks, KS tracks and motorized tracks sprayed in any color, have them bent or fully assembled.



“We’ve been doing business with Forest for years now, and we’re still extremely happy”, says Matthew Segal, President of Textile Trimmings. “Not just with the quality of their systems, but also with their perfect and fast shipment of the orders we place with them. And with the high percentage of products they have in stock. There aren’t any back orders, which is extremely important these days. Because we deliver throughout Canada to a wide range of different customers, such as the film industry here in Vancouver, we have done the ‘weirdest’ window decorations. That didn’t pose a problem to us by the way, thanks to the perfect bending options of the Forest drapery tracks. Forest listens carefully to what the market wants, and that has a favorable effect on the different systems they sell. All of the same high quality!” 🌳



**Africa forms a special dimension in the world of Forest. This huge and mysterious continent that enchants so many of us and makes us hungry for new impressions and experiences. The tourist industry benefits from this and actively caters for the demand for more luxury and comfort. Like Ghana for instance, where Eyaqueen Ltd., a well-known interior decorator has expressed a preference for Forest products.**

Eyaqueen Ltd., established in Ghana’s capital Accra, is a leading name in interior decorating and upholstery and also a famous supplier of all sorts of carpets, curtains, bedrooms and furniture. Ghana lies on Africa’s west coast, next to Ivory Coast. This is where Eyaqueen Ltd. has built up a strong reputation as interior decorator and upholsterer of a wide range of houses and high-profile projects, including a number of well-known resorts and hotels. Eyaqueen Ltd. attributes most of its leading position to its penchant for innovation and future-oriented vision, which manifest themselves in the selling and installation of a host of new and contemporary products and materials. This, combined with a strong emphasis on product quality, an eye for high-quality design and an excellent service, has turned Eyaqueen Ltd. into what it is today: a nationally operating and successful quality business that is held in high regard by many well-known large clients.

Director and owner Mr Nii Afutu Neequaye loves to talk about his business. “Our warehouses are located in Accra, and we’ve got stores in Adabraka in Accra and Ahodwo in Kumasi, the second-largest city of Ghana, slightly more inland.” On answering our question about interior decorating market developments in this country, it emerges that marketing and TV commercials have also hit Africa, making

architects and interior designers aware of the importance of quality products in the hotel and projects market. “We actively respond to that by regularly welcoming groups of architects and interior decorators and to tell them about the latest news in the field of hardware. Because here in Ghana too, a lot of houses and hotels are being built and delivered that still leave enough money to buy quality products. Still, the gap between the poor and the rich in this country is quite big”, says Mr Neequaye.

Among the list of famous clients is the Ghanaian government, who asked Eyaqueen to decorate its brand new government building, where it applied the Forest CRS-KS and FMS Motorized systems. “Forest products are the best I’ve ever used. That applies to the products, the installation and the company behind these products”, says an enthusiastic Neequaye. “Nevertheless, we still have to tell the architects and interior designers what the options are and why product quality is so incredibly important.” And what about his company’s future? What is Mr Neequaye’s opinion on that? “Well, we’re still in a crisis, just like nearly every other country. That also applies to the retail sector in our industry. But once that’s all over, we see plenty of new opportunities. Not just in Ghana, but also beyond, like Kenya, where we already deliver to.” 🌳

## Radisson SAS Hotel Hasselt Chic hot spot in Hasselt

The four-star Radisson SAS Hotel Hasselt can be found in the TT tower of one of the best-known shopping malls in Hasselt, Belgium. The hotel, which stretches from the first to the 12th floor, is surrounded by trendy boutiques, cultural hot spots, charming restaurants and magnificent architecture. Interieur Pièce Unique of Hasselt is busy hanging new curtains from Forest drapery track systems on the three new floors of the TT tower, part of the hotel's extension.

Hasselt, at only a short distance from cities such as Brussels and Antwerp, is conveniently accessed via highways and has a largely car-free centre where you can shop, stroll and go out in a nice relaxed atmosphere. The city has various interesting places to see (located close to the hotel), such as the Japanese Garden, the National Jenever (Gin) Museum and the Fashion Museum. The city centre's Grote Markt, popular for its bars, restaurants and attractive terraces is the ultimate place to see and to be seen. Around Hasselt too there are lots of places to go and visit, such as the Plopsa Indoor Theme Park, Zolder car racing track, Bokrijk open-air museum, the Maasmechelen Outlet Shopping Village and Castle Landencommanderie Alden Biesen.

The 126 hotel rooms and 2 suites in the Radisson SAS Hotel Hasselt are extremely comfortable, fitted with all mod-cons and have a unique and stylish interior, thanks in part to the painting 'Huwelijk van Arnolfini', by the Belgian artist Jan van Eyck, which adorns the walls. In the hotel restaurant guests can enjoy dinner and have a drink in the pleasant hotel bar. There are four fully equipped conference rooms. Hotel guests can relax in the Passage Fitness First fitness club, which is also located in the TT tower, and they can visit the sauna and solarium free of charge.

### Interieur Pièce Unique

The TT tower is currently being extended upwards with 3 new floors (floors 18, 19 and 20). Hotel Radisson SAS Hasselt will add conference rooms, a lounge bar and the hotel's offices to these new floors. Fitting the curtains on these 3 floors has been commissioned to Interieur Pièce Unique of Hasselt. This company will also fit new curtains and drapery tracks in the hotel rooms at a later stage. Interieur Pièce Unique specializes in all kinds of projects that involve upholstery and window treatments, including bars, restaurants and shops.

As for the draperies, Interieur Pièce Unique sells all types of long drapes, folding drapes, panel drapes, glass drapes, roller blinds, Venetian blinds and vertical blinds, and drapery tracks of course. Interieur Pièce Unique offers a wide choice of drapery tracks and drapery tracks systems, with high quality and a long and hassle free lifespan being top priority. Following consultation with the client, Hotel Radisson SAS Hasselt opted for a wide range of Forest systems, such as Forest FMS motorized systems, the DS design system, the CCS corded contract system, the CKS corded click system with the RDS ripplefold drapery system and the RDS easy snap systems. Once this project has been completed, negotiations about the hotel rooms will get underway. With a view to the good results and positive experience, Interieur Pièce Unique will more than likely utilise another selection from the Forest drapery tracks systems. 



# Sleep like a rock star



A typical feature of the Hard Rock Café chain are the rock & roll posters and the rock & roll music which is played continuously, and the vast collection of Hard Rock relics, available in the Hard Rock Café webshop. The Hard Rock Hotels have now added an extra dimension to this: Sleep like a Rock star. This you can at the Hard Rock Hotel Macau. There, in The City of Dreams, the hotel opened its doors in June 2009. It was an instant success. The Hard Rock Hotel Macau redefined the concept of an overnight stay, lending a special dimension to the experience. Magnificent panoramas, exotic interior design, and the latest in comfort and technology create an atmosphere of exquisite luxury. In the Hard Rock Hotel Macau, guests can live the rock & roll lifestyle, with parties and entertainment in the Wave Pool Bar.

The company that handled the supply and installation of the sun blinds and drapes for the Hard Rock Hotel Macau are the Turner Brothers from Sydney, Australia, a company founded in 1906. Turner Brothers designs, supplies

*Projects on various exotic locations*

*...from Belgium to Australia...*

**Who wouldn't want that? Lead the exciting life of a rock star, play to ecstatic audiences every night, and when it's bedtime, you do that in style as well. In a comfortable Hard Rock Hotel, furnished with Forest drapery tracks.**

and installs internal and external sun blinds, curtains and soft furnishing. In addition they design, manufacture and install lighting control systems and remote control systems for curtains and sun blinds. Turner Brothers has worked with the products of Forest Group Nederland BV for years and are very happy with them, explains owner/managing director Scott Turner: "Our customers are mostly hotels with locations worldwide. We handle everything for them in the area of internal and external sun protection and drapes. We prefer working with

reputable parties. Forest is our regular supplier for drapery track systems".

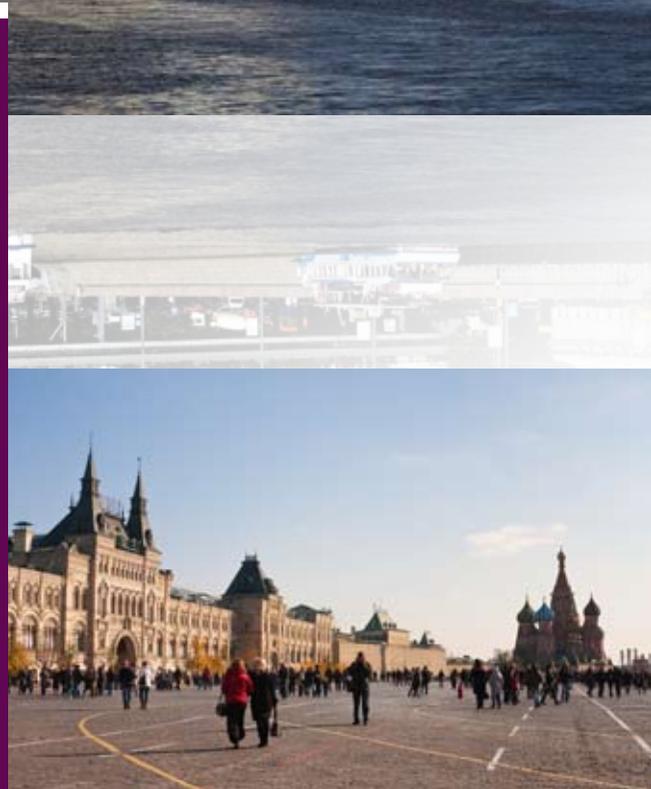
Thanks to its cooperation with the internationally operating Turner Brothers, a number of well-known projects have been finished with Forest drapery track systems. These include, next to the Hard Rock Hotel in Macau, the GrandHyatt Macau, Crown Melbourne, W Malediven and the Park Hyatt in Sydney. Recently the Aldina Hotel in Berlin, Germany, was added to the list. 🏠



*Exciting and full of opportunities*

*...and the Russian capital.*

Derk Sauer was the first Dutch businessman to recognize the future opportunities in Moscow. And he did so as far back as 1989. In 1992, Derk and Annemarie van Gaal started the Independent Media publishing company, whose publications include 'The Moscow Times' and the Russian-language 'Cosmo'. In 2005, he sold the company for 142 million euros to the Sanoma publishing house. This is just one of the success stories that shows the enormous opportunities that Moscow offers to genuine entrepreneurs. And these include Forest Group Nederland BV.



## Hilton Moscow Leningradskaya Hotel

### Forest in Russia

Moscow itself is a world of its own. Add up a population of about 14 million, 2 million of whom are not even officially registered, and a couple of million business people visiting the city every day, and you have roughly the population of the Netherlands. Moscow is a true metropolis. It overflows with luxury, fashionably dressed people, fantastic stores and cars that would make any self-respecting automobile fan green with envy. And these beautiful vehicles are also easy to see because, as in any other major world city, the traffic often grinds to a standstill in yet another of the countless traffic jams. Money appears to be no object, at least judging by the many Russians walking the streets in expensive designer clothing. So it's no surprise that all of the leading fashion houses and cosmetics and lifestyle brands have their flagship stores here. Moscow's restaurants and hotels also leave little to be desired. Take the Hilton Moscow Leningradskaya hotel (5 stars) at Kalanchevskaya 1/40. This hotel is housed in one of the seven famous Stalin towers, within walking distance of Leningradskiy trackway station and is right next to Red Square and the Kremlin.

### 2,500 meters/8,000 feet of KS tracks

In Moscow, Forest Groep Nederland BV does business with the company Piedmonte Tex, a well-known local specialist in window treatments and custom-made drapes. This is the company that made the drapes for the Hilton



Moscow Leningradskaya hotel and it used Forest drapery tracks to hang them. Finally, approximately 400 windows were fitted with a total of 2,500 meters (8,000 feet) of Forest KS drapery tracks using 5,000 plugs. Every window has two profiles on which the drapes and the lace curtains behind them can hang. The hotel's maintenance department now fully appreciates the quality of Forest KS drapery tracks. They love how these drapes, which have an average length of more than 9 feet, open and close smoothly and silently day in, day out. 🏠

Dutch entrepreneurs descending on Moscow in search of success have a powerful ally in the Russians themselves. They are no less ambitious themselves and they want to be involved in the world of big money and international business. They're enthusiastic. What's more, they want a return to the boom period they enjoyed under Vladimir Putin and to put the present economic crisis behind them as soon as possible. However, as always, only those who stay the course can succeed. The entrepreneur who succeeds in winning over the Russians to his product, service or idea and who successfully overcomes the differences in mentality and the complex way of doing business, will see before him a practically limitless market of no less than 140 million people in an immense country. A country so big that the only way to proceed is step by step.





*The Forest philosophy:*

*Quality enables us to stand out from the crowd*

**Delivering superior quality is an important understanding throughout Forest. “Quality enables you to stand out from the crowd”, is one of Forest founder Henk Bosgoed’s favorite expressions. An expression that has lost none of its topicality at Forest Group Nederland BV, as the following examples will show you.**

Quality-conscious thinking and acting starts when an order arrives, and our goal to send the buyer, who we at Forest always refer to as partner, an order confirmation within one business day. Once the partner approves the order confirmation, the goods ordered are ready for transportation within 8 business days. The partner can either collect

the goods himself or ask Forest to take care of this.

Equal attention is paid to the packaging. All of our packaging, whether it is made of plastic, wood or cardboard, is of the highest quality. We have even decided to put our decorative tracks in individual plastic tubes, in an attempt



to prevent any damage in advance. But that's not all: the wood that makes up the crates in which we pack our export goods (lengthwise) has been treated against vermin. We even enclose an official certificate, partly because in certain regions such certificates are a legal requirement. We also take care of all export documents, waybills and any other documents required for our partners.

#### **Continuous quality control**

Forest has a waterproof system of continuous quality control for its different products. For the motorized systems for

instance, we have a life span test set-up. The aluminum tracks undergo coating and alloy tests. The alloy test, along with the cooling process, is absolutely vital. After all, only the correct alloy makes it possible to bend the track effortlessly later on. We use a laser for the quality control of our products. Forest will soon start using laser technology to apply all profiles with the logo and production number. This means that productions can be traced at all times. All tracks are separately treated with a special lubricant spray, enabling the sliders to slide along the tracks smoothly and without any sound.

#### **Exchangeable**

One important aspect of the superior quality of Forest products is the exchangeability of parts. Nearly every ceiling support can be used on all Forest systems for example. The lifespan has not been forgotten either: a lot of plastic parts are made from a special kind of plastic that doesn't age and has a very high degree of hardness.

These are all examples of the quality-conscious way of thinking and acting at Forest Group Nederland BV, true to founder Henk Bosgoed's motto: quality enables you to stand out from the crowd. It has been duly noted. 🏠

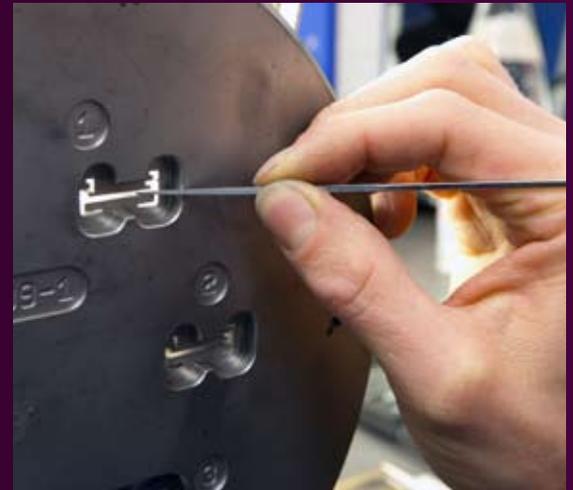




*Exceptionally stable  
aluminum and high-grade,  
elastic powder coating*

Forest drapery tracks are manufactured of high-grade, exceptionally stable aluminum, and stand out on account of their superior quality and perfect finish.

As part of the production process the tracks must be chromated before applying the high-grade, elastic powder coating that enables the tracks to be bent without any effort. Forest track systems are UV-resistant and do not discolor. The gliders are tested over a period of two years by exposing them to a temperature of 100 degrees Celsius, without any noticeable color fading. On the basis of this, Forest offers an extended war-







# Product overzicht

Forest heeft overzichtelijke brochures en folders van het leveringsprogramma.  
Voor meer informatie en downloads bezoekt u de website [www.forestgroup.nl](http://www.forestgroup.nl).



