



A Classic Investment

SHUTTERS OFFER ENDURING STYLE, ENERGY EFFICIENCY AND LONG-TERM VALUE FOR HOMEOWNERS AND DEALERS ALIKE

Interior shutters combine elegance, practicality and lasting value. Despite changing design trends, they remain a go-to choice for homeowners looking for classic style and better energy efficiency. For dealers and designers, shutters are a versatile, high-value choice for all kinds of projects. Ongoing innovation in materials, finishes and automation continues to keep shutters at the forefront of the market.

Built for Customization

Shutters can be made to fit almost any window—including specialty shapes and large openings—and manufacturers have responded by expanding their customization capabilities. Arches, circles, ovals, angles, skylights, French doors and other specialty shapes can now be accommodated, while advances in materials and construction allow for larger panel sizes and wider spans than ever before.

In addition, many polymer shutter products are designed to withstand moisture and humidity, making them well-suited for bathrooms, laundry rooms and other damp environments where traditional wood products may not be ideal. This versatility allows dealers and designers to specify shutters throughout the home, even in spaces that may present challenges for other window treatment categories.

More Than Good Looks

“Shutters are the ultimate combination of elegance and functionality,” said Viken Ohanesian, CEO of ShutterSmart. “Tilting the louvers gives you precise light control throughout the day.”

Because shutters are built solidly, they help improve comfort and efficiency. They add an extra layer that keeps out heat in summer and holds in warmth in winter, which can help your HVAC

system work less. This sturdy build also helps block outside noise and gives you better privacy.

Energy performance continues to be a key selling point. Because shutters fit tightly within the window opening and create an additional insulating barrier, they can help improve comfort and reduce heat transfer throughout the year. According to the U.S. Department of Energy, wood shutters can achieve R-values of 3 to 4, making them among the most energy-efficient window treatment options available.

According to Texton, a closed-shutter system can nearly double the insulating performance of a typical single-pane window, helping reduce heat gain in the summer and heat loss during colder months.

A Strong Opportunity for Dealers

"Shutters are one of the fastest-growing categories in window coverings, and for dealers they are one of the most profitable," Ohanesian said. "Consider four windows: in blinds that might be a \$1,000 project, but the same four windows in shutters can turn it into a \$2,000 project.

"The opportunity professionals most often overlook is positioning," he continued. "Too many present shutters one window at a time instead of as a whole-home upgrade that delivers lasting energy savings and adds resale value. When you sell the long-term value and not just the covering, the conversation and the project size both grow."

Innovation Continues

Although shutters are known for timeless design, ongoing innovation keeps shaping the category. Manufacturers are introducing new materials, finishes and construction methods that enhance durability, efficiency and usability while maintaining the expected appearance.

Manufacturers are also adding convenience to shutters with motorization and smart home technology. Norman's PerfectTilt G4 motorized shutters offer quiet, energy-efficient motors, remote control and app-based scheduling. The system includes an integrated solar panel, making it ideal for hard-to-reach areas such as skylights where manual operation is impractical. Design updates like hidden tilt systems and streamlined frames are giving shutters a more contemporary look without sacrificing functionality.

An Investment That Lasts

Despite their popularity, misconceptions about shutters persist. Some homeowners believe they are too expensive or outdated.

"What we wish more clients understood is that shutters are an investment, not simply a purchase," Ohanesian said. "They pay back in energy savings, durability and added home value over the years, which is exactly what makes them worth it."

As homeowners continue to prioritize customization, efficiency and longevity, shutters remain one of the smartest investments in window coverings. ■



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