

an **australian** success story



What began as a small retail space in outer eastern Melbourne is now the fully vertical Dollar Curtains and Blinds operation, with two large facilities incorporating manufacturing, warehousing and administration and 36 stores, including franchises up and down Australia's eastern seaboard.

These days both Dollar Curtains and Blinds and its brand off-shoot DCB Designs supply a wide range of window treatment products for new residences, home renovations and commercial properties, customising orders to suit all needs including affordability.

"This is an industry that is custom made" owner Lyn Crosby says.

One of the window furnishing industry's unique businesses, Dollar Curtains and Blinds features manufacturing, wholesaling and retail capabilities.

"Nobody manufactures both curtains and blinds like we do," co-owner Peter Crosby says.

"We do it all, from in-house quotes and workroom manufacture, through to installation; everything from start to finish."

The Crosby's, as well as their three sons and the wider Dollar Curtains team, are always investigating new and updated machinery and products and have established an extensive IT infrastructure.

In order to maintain the high standards expected of the brand, Dollar Curtains is continually modernising not just via new machinery and IT programs but by investing in the business's most important asset; its staff.

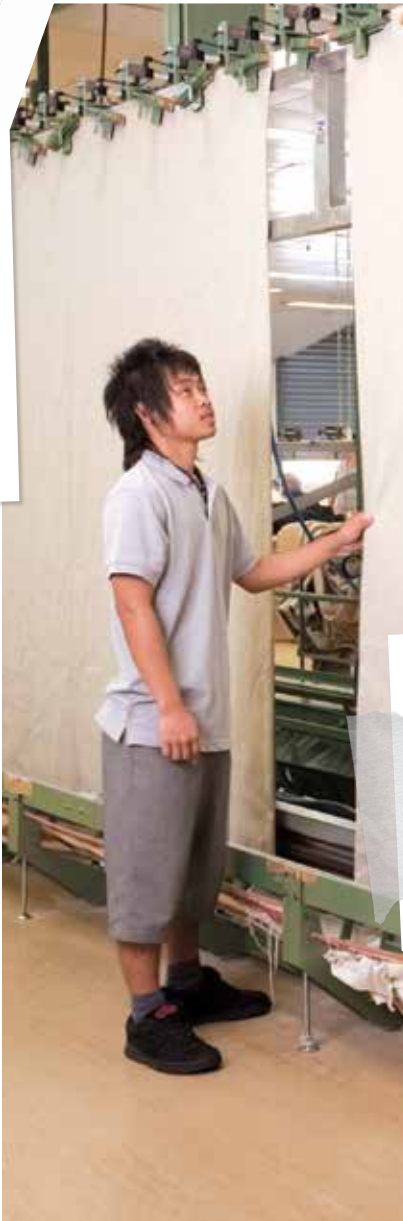
"A large proportion of our staff has worked for the company for over 10 years.

"The team is committed to providing a quality product and the growth of the business is evident by the competence of ▶





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australia



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Co-owner Peter Crosby



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what we
manufacture
at dollar

sales, office and manufacturing staff.

"One of the advantages we have with our staff is that we are still a family business." In the Crosbys' opinion, nurturing a family atmosphere within the company helps motivate workers to get the most out of themselves.

"We are working constantly with our staff and visit our stores on a regular basis.

"It is an asset that we still manufacture in Australia – which is not easy to do at the moment with constant challenges from overseas.

"We train all our staff ourselves and have been doing so for over 30 years."

With the continual expansion of the business, it was necessary for the head office to move to larger premises, which include better facilities for conducting more staff training on product knowledge, marketing strategies and further ideas to keep the business moving forward.

"Due to the increased demand for blinds, it became necessary for us to move from eight separate locations to two sites totalling over 9000 square metres.

"In doing this, it has allowed us to further expand our blind manufacturing and introduce new products to our range."

Efficient staff, constant expansion, numerous showrooms and a thick spread of franchises means Dollar Curtains and Blinds is able to pass on savings to customers.

"We have long standing business relationships and substantial buying power with our wholesalers," Peter says.

"We get price savings because we buy in bulk and can therefore pass these savings on to the public."

The company's ability to offer competitive pricing, quality products and unbeatable service is central to Dollar Curtains and Blinds' success. ●

CURTAINS
SHEER CURTAINS
HOLLAND BLINDS
SUNSCREEN BLINDS
HOLLAND PELMETS
SHUTTERS
SLIMLINE VENETIAN

TIMBER VENETIANS
VERTICAL BLINDS
TIMBER VERTICAL BLINDS
MOTORISED BLINDS
BONDED BLINDS
AWNINGS
BLIND CASSETTES

PANEL GLIDES
MADE TO MEASURE TRACKS
DECORATOR POLES
PELMETS
SWAGS & TAILS
ROMAN BLINDS
AUSTRIAN BLINDS

FESTOON BLINDS
SHEER BLINDS
TIEBACKS
DECORATOR HOLLANDS
CUSHIONS
PADDED BEDHEADS
CUSTOM BEDSPREADS