

King Cotton & Durability

by Paul C. Russo

Cotton draperies have been a longtime favorite of apartment owners and managers for many years. One primary reason for this popularity is that cotton draperies represent one of the most durable window coverings you could ever use.

Although blinds have realized a sustained popularity, they simply fail to offer the same long-term durability and warm appearance of draperies.

Cotton draperies offer several other qualities that should make them a definite consideration for your rental units. In addition to the long lasting durability, cotton draperies also provide excellent insulation. In fact, Pacific Gas and Electric Company (PG&E) reports that up to 30% of all conventional heat loss in a room can be saved through the use of a nice heavy drapery fabric. By adding a backing to such a fabric, the insulation value can substantially increase to 50–60%! Conversely, blinds only offer approximately 10% insulation value.

Moreover, cotton draperies provide a rich homespun appearance, thereby conveying an inviting and warm home-like environment. It represents a relatively inexpensive way to "dress up" your units in order to command higher rents or just to add value. Draperies made from this type of material tend to hang beautifully with smooth even folds across the entire drapery.

The only drawback to using cotton draperies is that they are sometimes prone to shrinkage. However, any shrinkage problem can be dramatically mitigated by adding either polyester or rayon to the face cloth composition. These fibers serve to stabilize the fabric. In most instances, once polyester has been added, the material is far more amenable to actual washing should that ever be required. The addition of rayon to cotton usually yields a much more attractive or luxurious looking product with typically light colored highlights.

Unfortunately, however, most drapery companies only offer a 100% cotton that is a thin imported light weight version of the original much heavier, thicker, and longer lasting "American Made" cotton with added polyester fabric called Dura-Bol. This excellent fabric has a rich homespun appearance woven exclusively for hard use and abuse in apartments. Apartment owners frequently comment on their appreciation for the long-term durability of these draperies. In fact, some apartment owners report using "Dura-Bol" draperies for 10 years or even longer in some of their units.

For a free sample of the much heavier, thicker, and longer lasting "American Made" cotton-poly fabric called "Dura-Bol," call American Blinds & Draperies of Hayward at (510) 487-3500 or TOLL FREE at (800) 972-0660; your source for apartment strength window coverings with over 10,000 in stock items ready for immediate shipment.