



Owen Raggett Photography and W Dubai Mina Seyahi, Design by BLINK Design Group

Walk into the Woods with Forest Drapery Hardware

Learn how one company has conquered the commercial market and the value it could bring your business

Leading manufacturer Forest Drapery Hardware's tracks are installed in more than 100 countries worldwide. Headquartered in the Netherlands, each system starts its journey in Europe, where design and manufacturing takes place. Forest serves the United States from Georgia, providing the same level of quality and its signature 10-year warranty on its tracks and motors.

The company's found a niche in the commercial space because of the way its products can handle weight and heavy usage, in addition to the customization option of bending and curving

tracks and traversing rods either hand-drawn or motorized. Commercial Sales Manager Anne Doran said, "As a whole, this sector is experiencing rapid growth ... In recent years, project timelines were six months and greater, development was slow and projects were often delayed or canceled. Today, this market wants product now and opportunities are booming."

All it takes to make the most—professionally and monetarily—of commercial projects is service and meeting deadlines. These might sound simple, but without a foundation, a building crumbles. With a proven track record working in this arena, Forest can teach us a thing or two about quality and quantity.

Wide Open Commercial Spaces

The commercial window covering market gives Forest the freedom to try its products in a variety of spaces. Post-pandemic, some companies are mandating a return to the office and looking to revamp the spaces to work in a hybrid environment. People are traveling more—for business and pleasure—and requiring more hotel accommodations, which has spurred new hotel construction and the refurbishing of older and possibly dated properties. Similarly, restaurant and retail locations are looking to update and redesign their spaces. “Commercial jobs are a growing portion of the total market today, while residential opportunities are growing slowly,” said Doran. “Typically, in a commercial setting, there can be more windows per job, creating economies of scale.”

Team Players

Along with this sector comes a specialized set of professionals. Hospitality contractors primarily focus on making drapery, as well as bedding and other soft goods, for hotels and resorts, which require large production runs. They’re responsible for measuring, manufacturing and installing a project’s window treatments. Some small- to medium-size workrooms exclusively serve commercial markets, ranging from hotels to offices and retail spaces.

Put Wind In Your Sales

As a company with three decades in business, Forest focuses on four key areas to help close product sales: service, functionality, price and availability. On top of building customer relationships, it makes sure to understand the design and function of the specific product so it can guide them. Then, Forest reviews the specs to determine if the window treatment is the best solution; if not, it explains why the client’s solution won’t work and makes recommendations. The final products must fit within budget requirements, so it uses its one shot at pricing to be competitive.

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— Anne Doran, Commercial Sales Manager



Branch Out With These Products

CM® Baton-Drawn Track

Track for a tighter budget but with equal quality. This track is quickly installed by screwing through the predrilled holes in the flange directly into the ceiling. All Forest tracks have a powder-coated finish for durability and are lubricated with a patented process for ultra-smooth gliding.



CS® Baton-Drawn Track

The “hotel track” is a baton-drawn system ideal for traversing medium and heavy draperies, plus it can be bent and curved! CS is the standard in commercial ceiling-mounted tracks and comes in white, black, brown and gray with the option of matching components. Forest Klick® system brackets allow for an easy installation and hold up to heavy-duty use.



Forest Shuttle® Drapery Motor

In a commercial space, motorization could be required for upscale appeal or to meet ADA requirements. Whatever the situation, the Forest Shuttle motor paired with FMS® or Deventer MRS® decorative rods is a smart choice. It pulls up to 160 pounds of drapery per motor or 120 pounds with a bent or curved track/rod. The motor has hard-wired, plug and play or re-chargeable battery options and the drapery can be controlled via a hard-wired solution to automation systems, an app, touch control, a remote or a wall switch.



FOREST
DRAPERY HARDWARE



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MODERN DESIGN *meets* MIDDLE EAST MYSTIQUE

As the most populous city in the United Arab Emirates, Dubai is a place to see and be seen. Approximately thirty minutes from Dubai International Airport and in the heart of the city sits Marriott's W Dubai – Mina Seyahi hotel, an adults-only urban luxury escape buzzing day to night with energy and opportunity.

Rising 31 stories high, each of the 318 guest rooms and suites overlooking the Arabian Gulf are equipped with Forest Drapery Hardware's CS and KS track systems, with the KS tracks curved to fit the round shapes of the

building. In an act of innovation, drapery tracks have been used as room dividers and to separate the closets. In the hotel's lobby and multiple restaurants, guests will see Forest motorized tracks featuring its Shuttle motor.

The hotel's guest room designs earned it a 2022 Awards for Hospitality Experience and Design Middle East & Africa award, which celebrates the achievements of those shaping the hospitality industry. Certainly, Forest's products set W Dubai – Mina Seyahi apart from its competition!