

# Weathermaster Conference Queenstown

2021 Product Presentation

26 February 2021

Amelia Anan-anyakorn

Weathermaster®

# Agenda.

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THE PRODUCT TEAM  
&  
PRODUCT  
DEVELOPMENT

2

2021  
PRODUCT ROADMAP

3

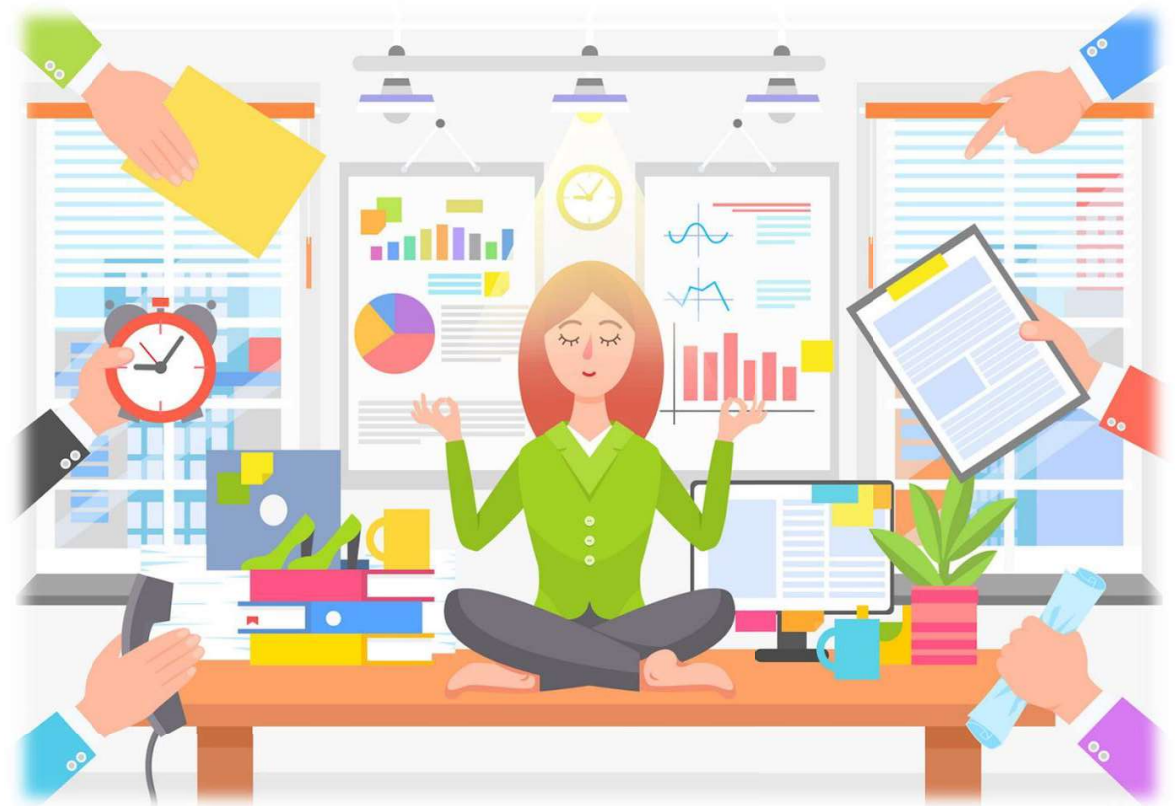
ROLLER BLIND  
FABRIC REVIEW  
&  
2021 RANGE  
REFRESH

4

2021  
NEW PRODUCTS

# The Product Team.

Amelia Anan-anyakorn & Amy Karsten



# 2020 The Product Team.



# Amelia Anan-anyakorn.

- University of Auckland
  - Master of Engineering Management (Honours)
  - Industrial Engineering background
- 8 years in Product Management: NZ, SG, TH, JP
- 8 years in Business



"If everyone is moving forward together, then success takes care of itself" – Henry Ford

# Amy Karsten.

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## *Junior Product Manager*

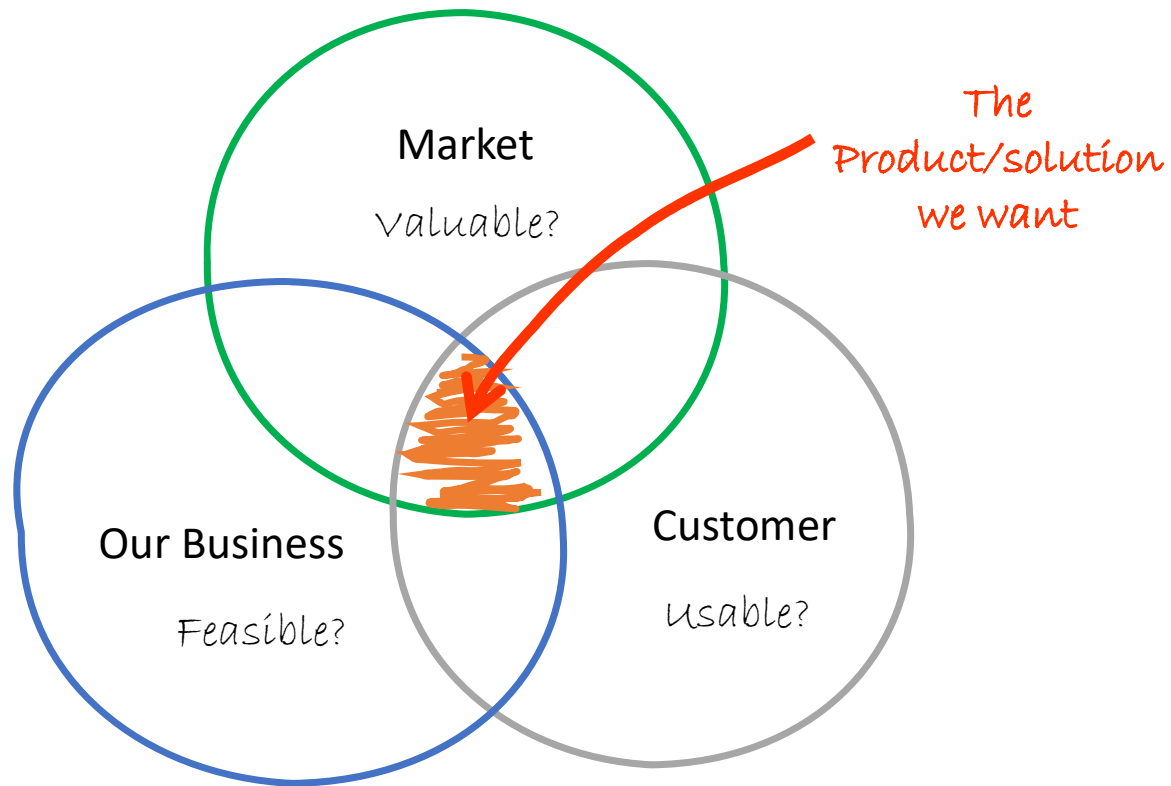
- Assisting with product development projects
- LumiShade swatch ordering
- Current Projects:
  - 2021 Pricelist
  - Roller Blind Fabric Range Refresh

"I hope to catch up with you all sometime soon, but for now, have a wonderful time at this years Weathermaster® Conference in Queenstown!"

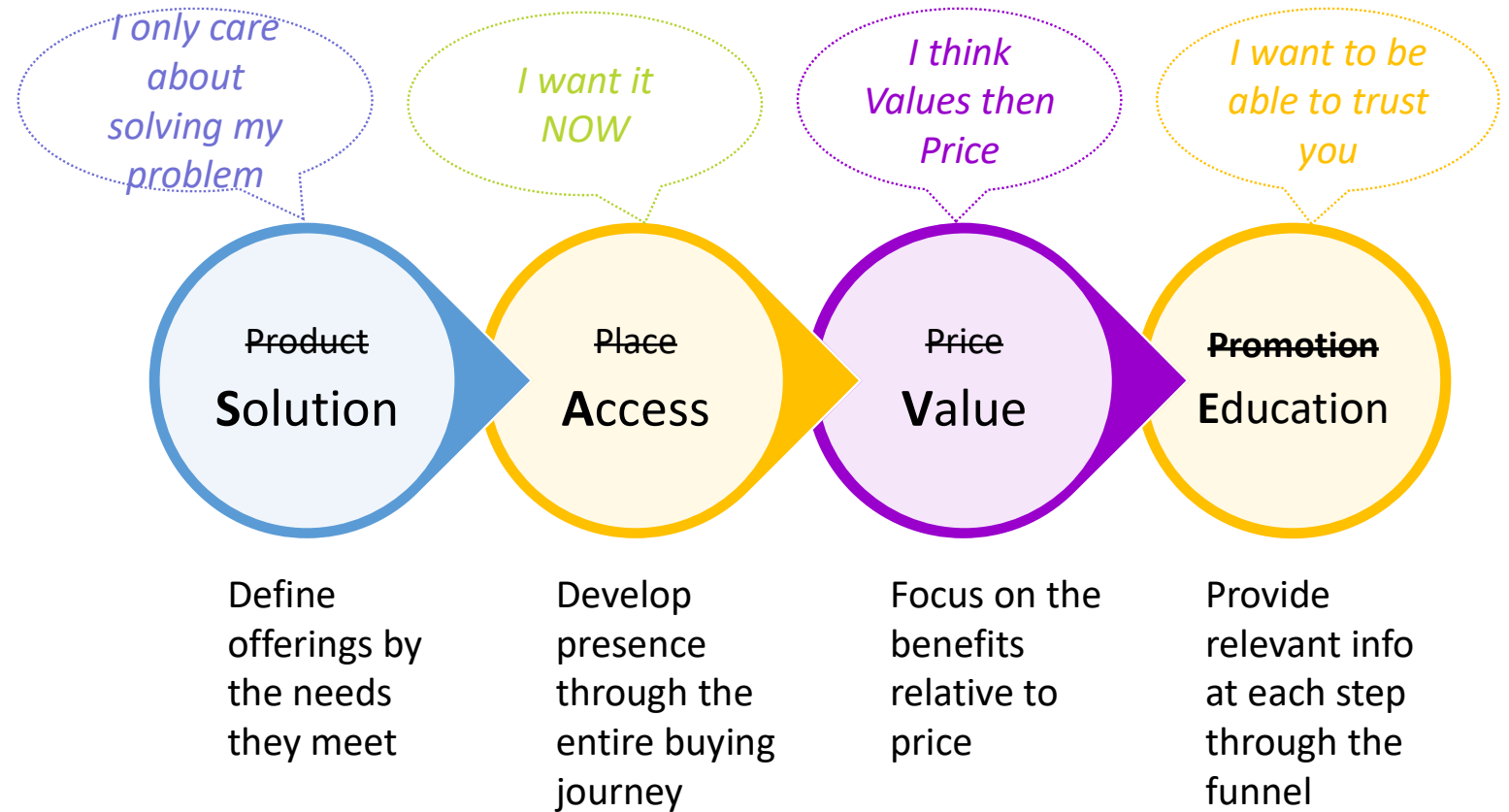


# Successful Product

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# Rethinking 4Ps: S-A-V-E model

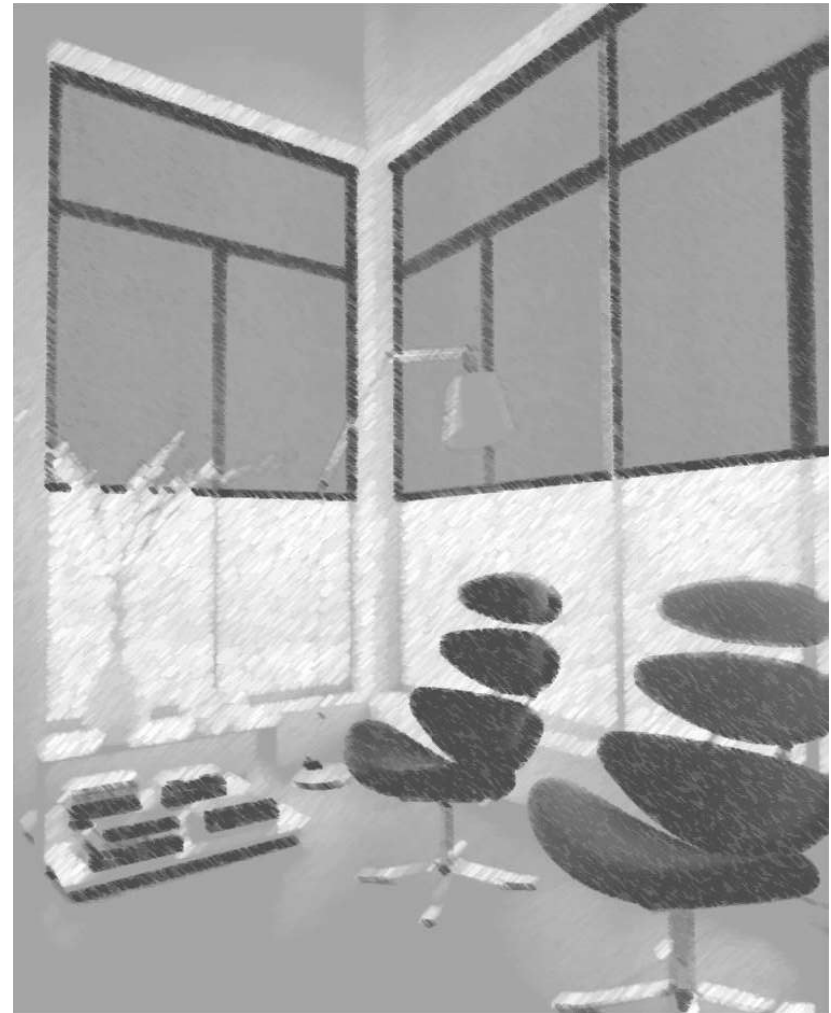


Based on a five-year study in multiple countries and across a wide range of B2B industries, from HBR

Reference:  
<https://hbr.org/2013/01/rethinking-the-4-ps>  
<https://www.businessmodelsinc.com/the-new-4-ps-in-marketing-s-a-v-e/>



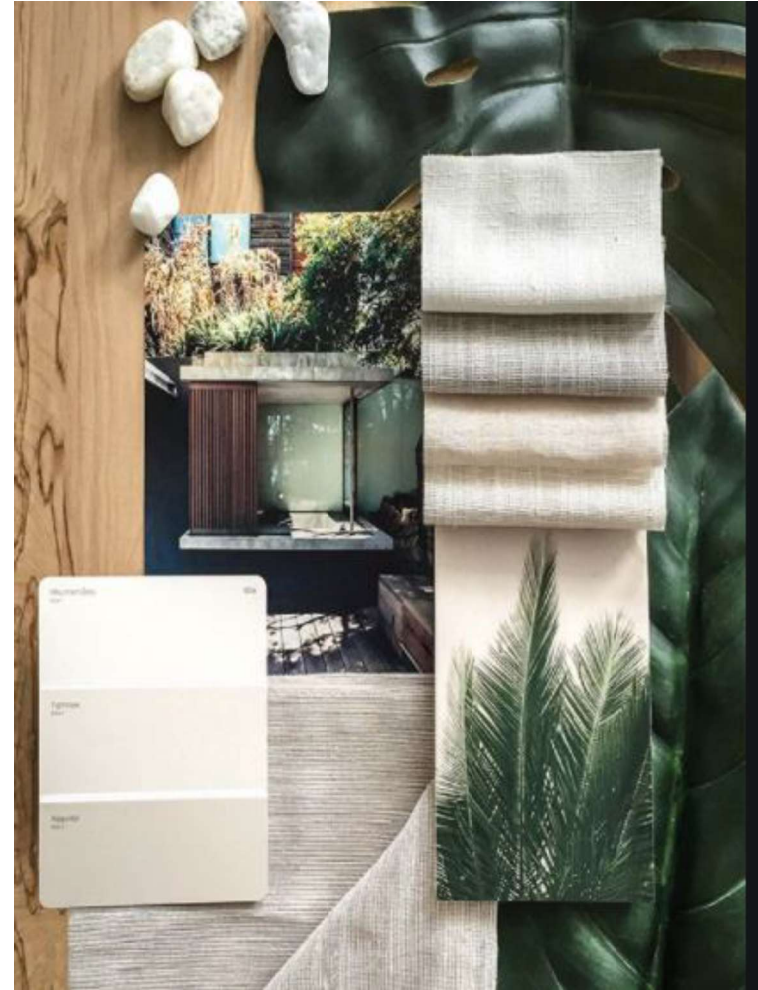
# 2021 Product Roadmap.



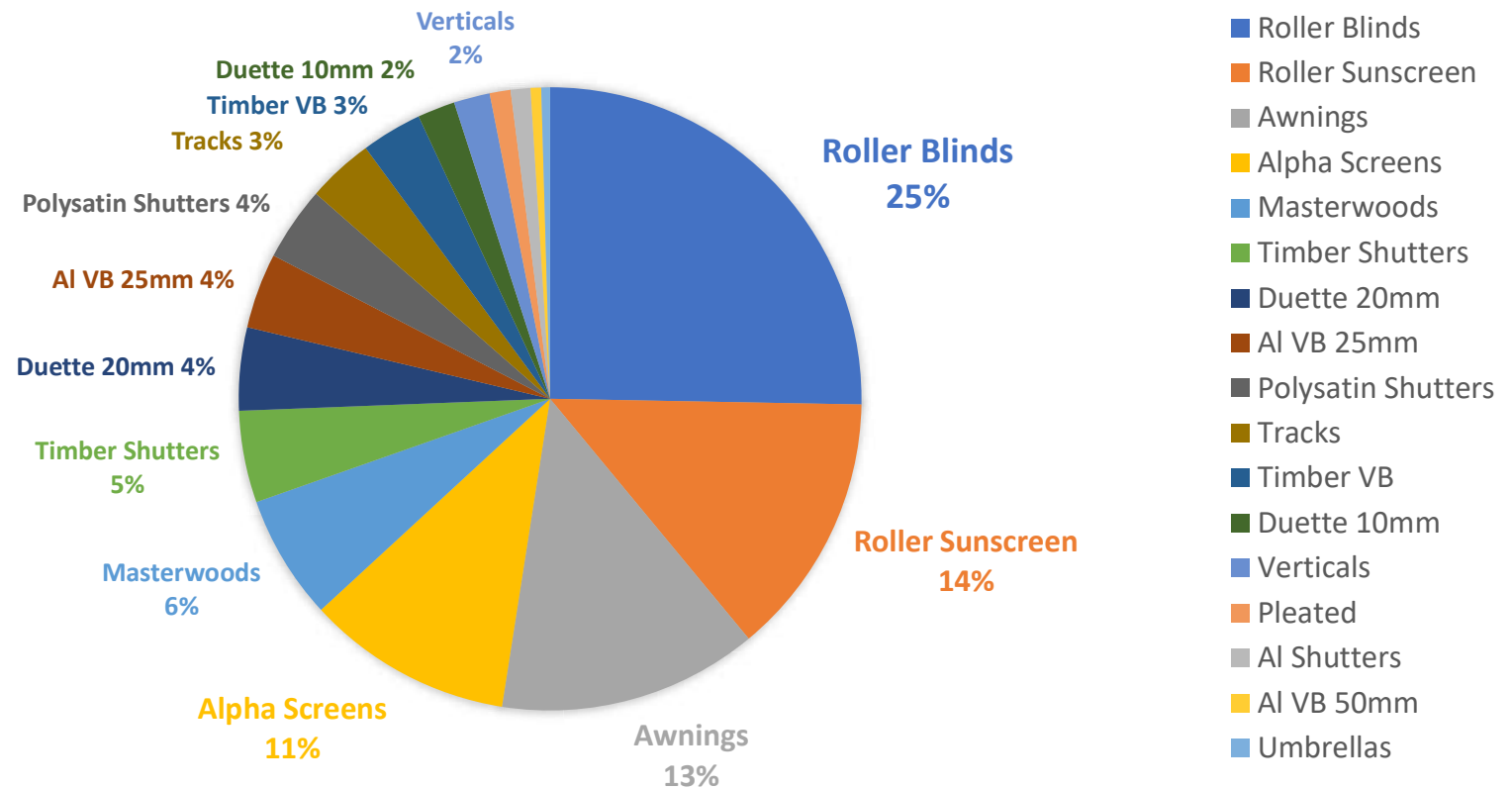
# 2021 Product Roadmap.

New Product	SUMMER		AUTUMN			WINTER			SPRING			SUMMER
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021 Pricelist				▼								
Roller Blind Fabric Range Refresh					▼							
Magnatrack						▼						
EOS hardware colours: Black & Gunmetal						▼						
New Honeycomb 10mm range								TENTATIVE				
Verishade XT new additional fabric									▼			
Recess curtain track									▼			

# Roller Blind Fabric Review & 2021 Range Refresh.



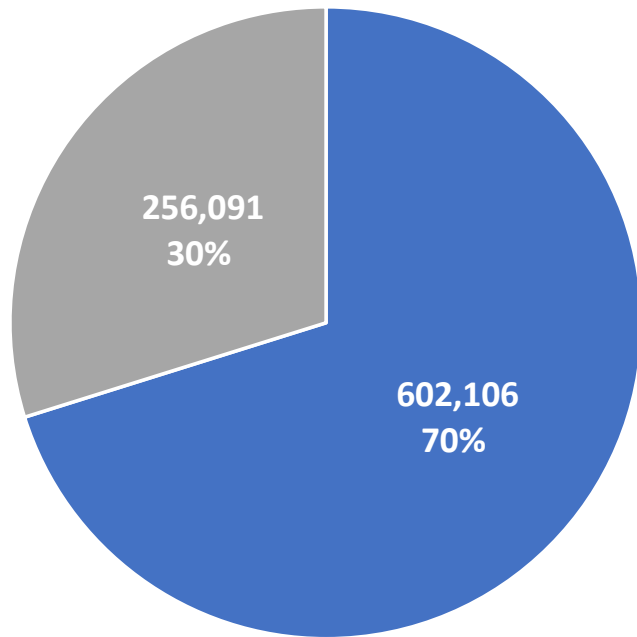
# 2020 WM Sales by Product.



# 2020 WM Roller Blind Automation Sales.

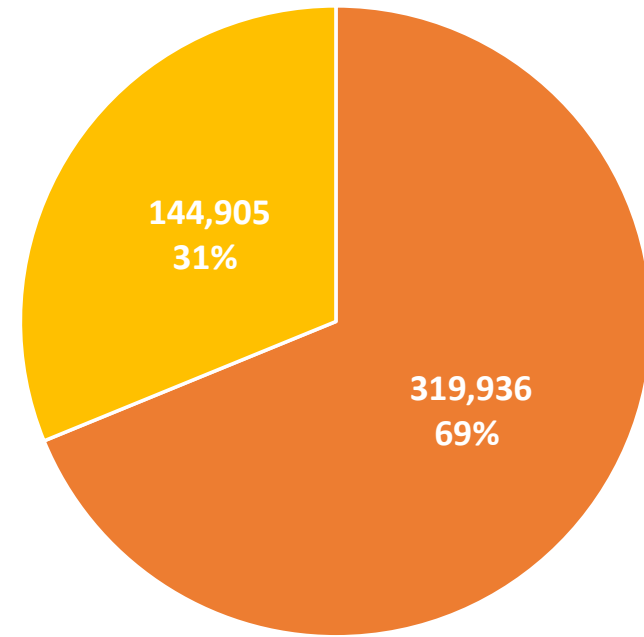
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Roller Blinds



■ Roller Blinds ■ Roller Blinds -Motorised

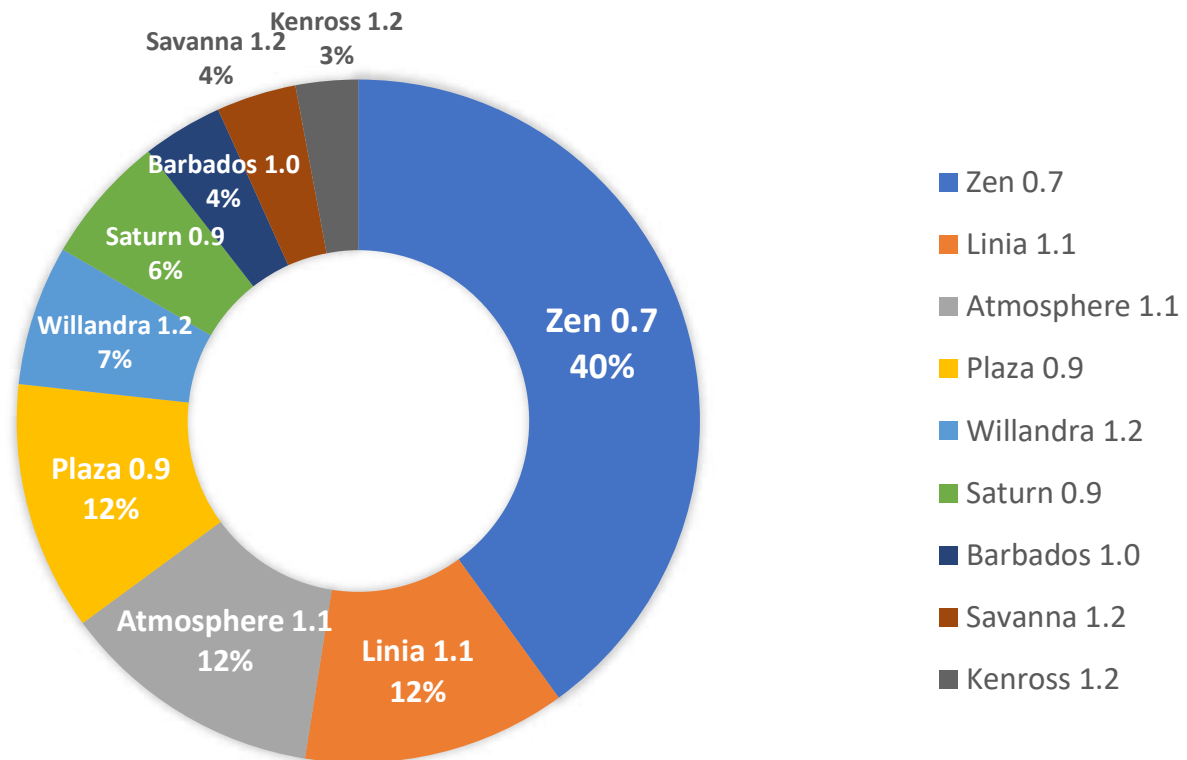
Sunscreen



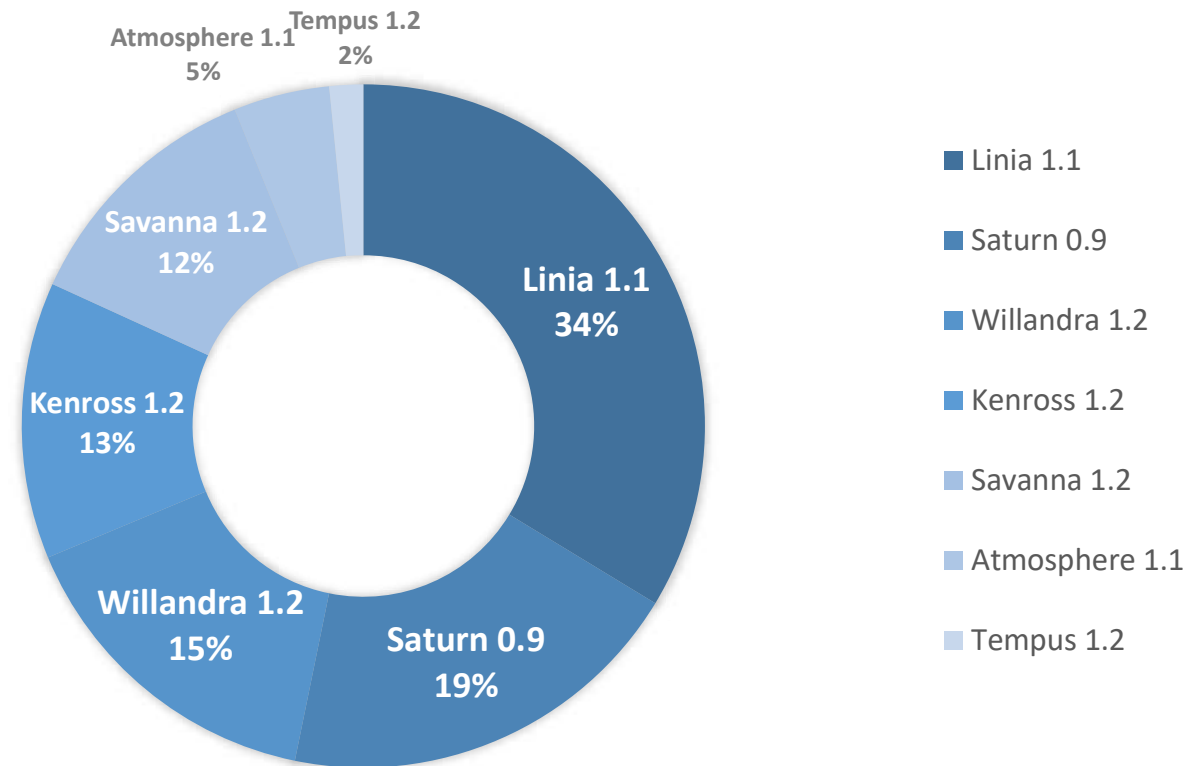
■ Roller Sunscreen ■ Roller Sunscreen -Motorised

# 2020 Block-out unit-sales by range.

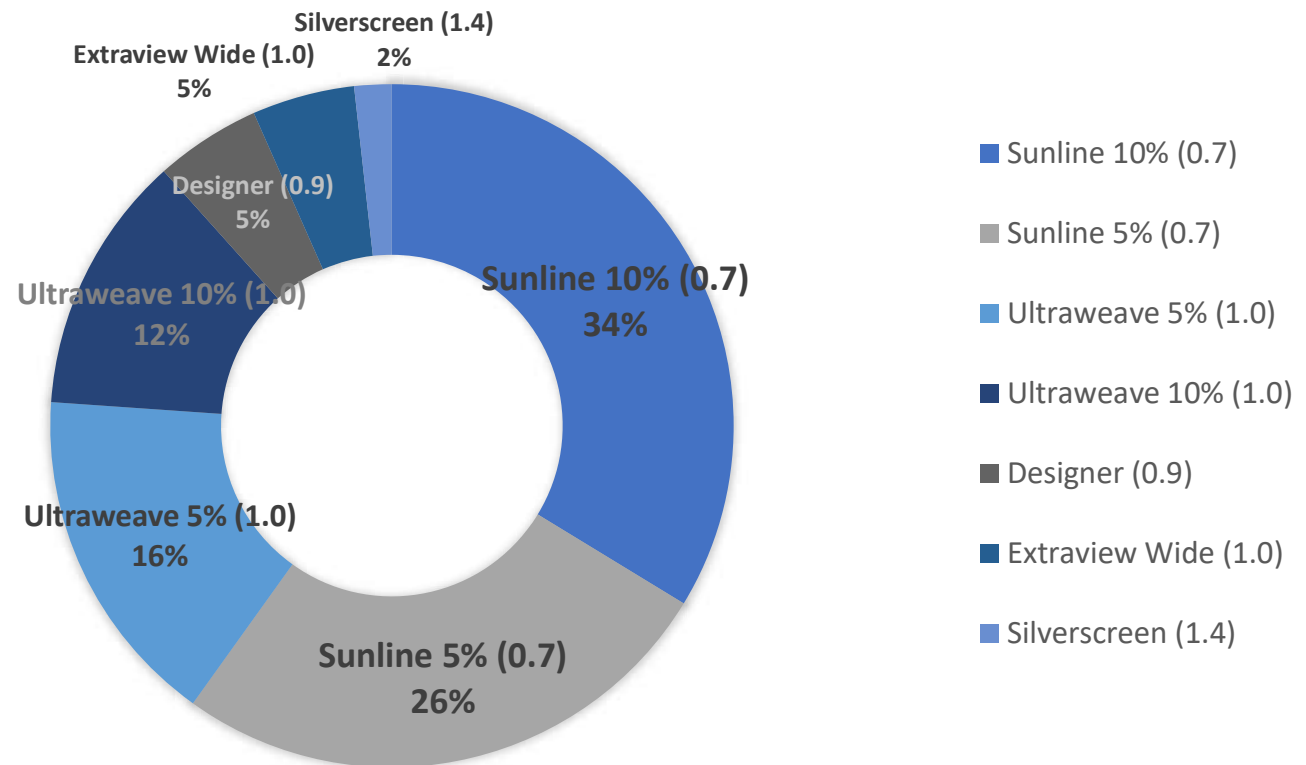
Color Desc	Quantity
ZEN Gravity	144.00
ZEN YEN	122.00
ZEN Stonehenge	106.00
ZEN Oxide	91.00
LINIA BLOCKOUT FOSSIL	85.00
LINIA BLOCKOUT BLANCO	83.00
ZEN Metalcon	61.00
ZEN ILLUSION	58.00
ZEN Cluster	57.00
PLAZA WIDE EBONY	55.00
ATMOSPHERE WHITE	54.00
PLAZA WIDE COCKATOO	48.00
ZEN BOUNTY	48.00
LINIA BLOCKOUT DOVE	43.00
ATMOSPHERE SHALE	42.00
ZEN CASHMERE	42.00
ATMOSPHERE MIDNIGHT	41.00
SAVANNA BLOCKOUT Dove	40.00
WILLANDRA B/O SMOKE	39.00
ZEN GAZING	39.00
ZEN Chi	38.00
SATURN B/O RAVEN	37.00



# 2020 Light-filtering sales by range.



# 2020 Sunscreen sales by range.





# Current Fabric Collection

RANGE	WIDTH	MULTIPLIER	COLOURS		WM	
			B/O	L/F	B/O	L/F
Zen	2.8M	0.7	17		●	
Plaza + Wide	2.4/2.8M	0.9	9+7		●	
Linia	3M	1.1	8	8	●	○
Atmosphere	2.8M	1.1	13	6	●	○
Saturn	3M	0.9	9	9	●	○
Willandra	2.95M	1.2	11	11	●	○
Kenross	2.95M	1.2	9	9	●	○
Barbados	2.8M	1.0	6		●	
Savanna	2.8M	1.2	7	7	●	○
Tempus Sheer	2.8M	1.2		5		○
TOTAL					9	7

# 2021 Fabric Collection

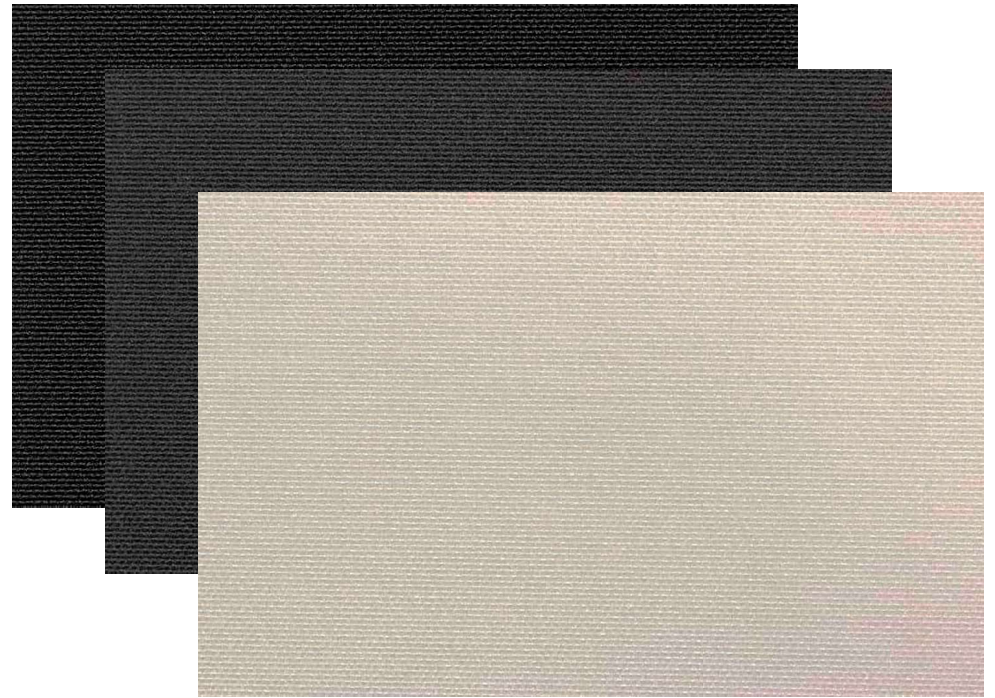
RANGE	WIDTH	MULTIPLIER	COLOURS		WM	
			B/O	L/F	B/O	L/F
Zen	2.8M	0.7	11 (-6)		●	
Plaza + Wide	2.4/2.8M	0.9	5+5 (-6)		●	
Linia	3M	1.1	5 (-3)	5 (-3)	●	○
Atmosphere	2.8M	1.1	9 (-4)	4 (-2)	●	○
Saturn	3M	0.9	7 (-2)	7 (-2)	●	○
Willandra	2.95M	1.2	5 (-6)	5 (-6)	●	○
Kenross	2.95M	1.2	5 (-4)	5 (-4)	●	○
Barbados	2.8M	1.0	5 (-1)		●	
Savanna	2.8M	1.2	5 (-2)	5 (-2)	●	○
Tempus Sheer	2.8M	1.2		3 (-2)		○
<b>Palm Beach (Lux)</b>	<b>3M</b>	<b>1.0</b>	<b>7</b>	<b>7</b>	<b>NEW</b>	<b>NEW</b>
<b>Nevada (Lux)</b>	<b>3M</b>	<b>1.2</b>	<b>5</b>	<b>5</b>	<b>NEW</b>	<b>NEW</b>
<b>LIV</b>	<b>3M</b>	<b>1.0</b>	<b>7</b>	<b>7</b>	<b>NEW</b>	<b>NEW</b>
<b>RESENE ORIGIN</b>	<b>3M</b>	<b>1.0</b>	<b>9</b>		<b>NEW</b>	
<b>EXCEL</b>	<b>3.2M</b>	<b>1.1</b>	<b>9</b>		<b>NEW</b>	
<b>TIFFANY SHEER</b>	<b>3M</b>	<b>1.3</b>		<b>5</b>		<b>NEW</b>
<b>TOTAL</b>					<b>14</b>	<b>11</b>

# Palm Beach

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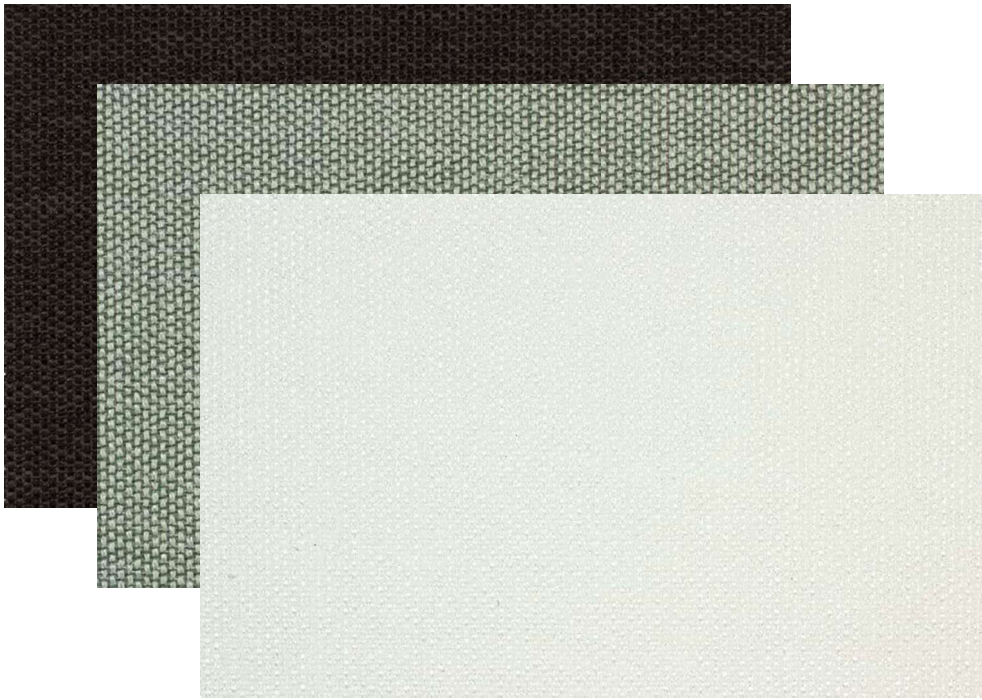
**Block-out**



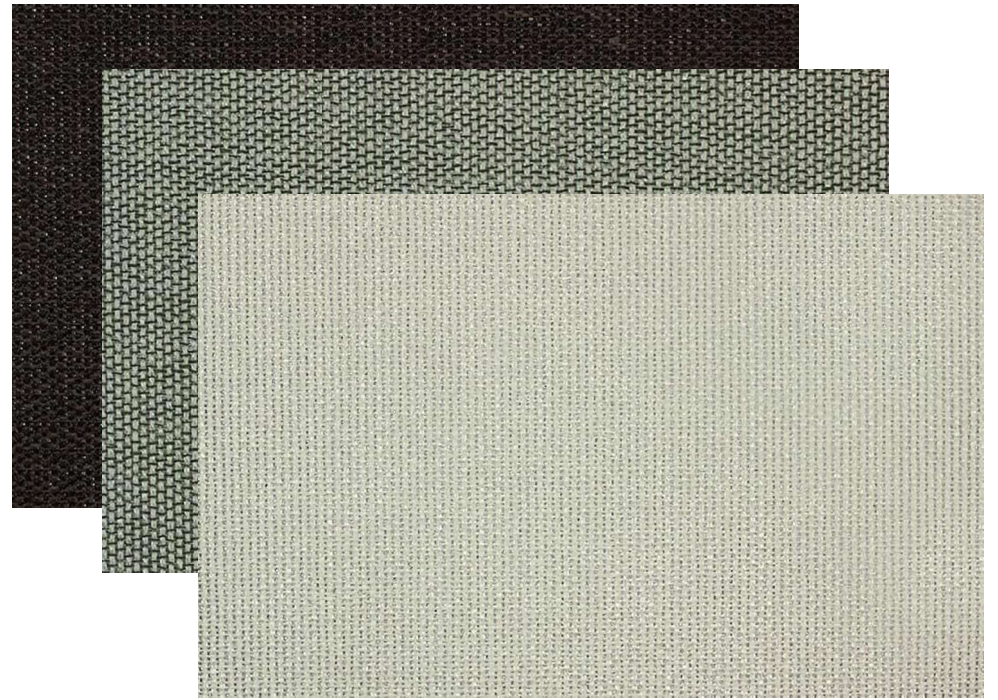
**Light-filtering**

# Nevada

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**Block-out**

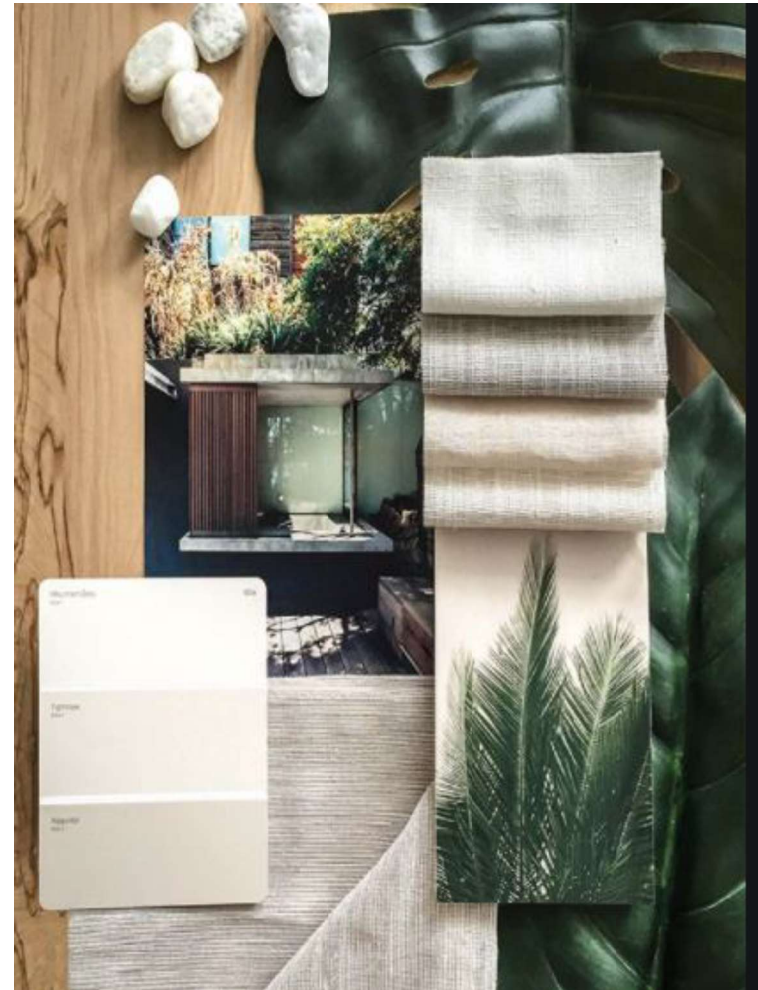


**Light-filtering**

# Sunscreen Collection

RANGE	WIDTH	MULTIPLIER	COLOURS	SUNSCREEN	
				2020	2021
Ultraweave 5%	2.5/3.1M	1.0	7 (-1)	○	●
Sunline 10%	3M	0.7	8	○	DELETE
Designer	3M	0.9	5	○	RUN OUT
Sunline 5%	3M	0.7	8	○	DELETE
Ultraweave 10%	3.1M	1.0	5	○	●
Extraview	3.1M	1.0	10	○	●
Silverscreen	2.4M	1.4	6 (-2)	○	●
Mörena 5%	3M	0.7	10		NEW
Mörena 10%	3M	0.7	10		NEW
TOTAL				7	6

# 2021 New Product.



# Magna Track.



# Magna Track.

## LUXAFLEX® EVO MAGNATRACK AWNING

### WIND TESTING RESULTS - TABLE 3

MODEL	FABRIC	OPENING SPAN WIDTH (MM)	RESTRAINTS	EQUIVALENT GUST WIND VELOCITY (KPH)*
Luxaflex Evo MagnaTrack Awning	Luxaflex Spectra Fibreglass Sunscreen	6,500	Nil	89
		3,500	Nil	185

Independently tested in accordance with AS 4040.2, with constant wind pressures held for 1 minute.

\*Note: The following assumptions were made when determining the wind velocity:

- Upstream wind velocity
- No environmental factors
- No pressure factors applied

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# 10mm Honeycomb.



# 10mm Honeycomb.



**Thank you**

**&**

**Hope you enjoyed the presentation!**