



Social Media Copy Library

Below you will find examples of social media copy for each Luxaflex product and from our current marketing campaign. These should be paired with corresponding social product images that you can find on the [MyNZWS Portal](#).

Feel free to take inspiration from what we have here, adapt copy for your goals, or use them as-is. Our [blogs](#) and social media channels ([Facebook](#) and [Instagram](#)) are also great sources for copy inspiration.

Finish with a call to action

To make these more effective, finish the copy with a call to action relevant to the product or promotion of your choosing or add one of the generic calls to action below:

Facebook

- To find out more, visit us in-store or online: www.luxaflex.co.nz/find-a-store
- Learn more here: [product page URL here](#)
- Buy now and save with 00% off.
- Order before [date](#) and get 00% off.
- Order before [date](#) and get a free upgrade.

Instagram

- Follow the link in our bio to find out more.
- Buy now and save with 00% off.
- Order before [date](#) and get 00% off.
- Order before [date](#) and get a free upgrade.

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Luxaflex Brand

1. With an extensive range of Luxaflex awnings, shades, shutters, and blinds, we have you covered at [<insert name here>](#).
2. Get inspired by our Luxaflex range of shades, shutters, blinds and awnings. The designer choice for indoor comfort and outdoor entertainment solutions.
3. Since the 1950s, Luxaflex has been enhancing the beauty of every room, every day, with their innovative custom made blinds, shutters and awnings. Discover the range and start planning with us today.
4. Made-to-measure in NZ, nothing transforms a window like a Luxaflex custom-made blind or awning. Discover the range and start planning with us today.

Duette Shades

www.luxaflex.co.nz/products/duette-cellular-shades/duette-shades

1. Insulate your home in style this season with Luxaflex Duette Shades.
2. Engineered to provide beauty and energy efficiency in cold and warm climates, Duette Shades honeycomb construction traps air in distinct pockets, creating insulation that can help lower your energy consumption and bills.
3. With their unique honeycomb cells trapping air to form layers of energy-saving insulation, NZ made Duette Shades will keep your rooms warm and comfortable all year round.
4. Handcrafted to fit your home and space, Duette Shades provide beautiful light control, privacy and comforting insulation all year round.

Duette Architella Shades

www.luxaflex.co.nz/products/duette-cellular-shades/duette-architella-shades

1. Handcrafted to fit your home and space, Duette Architella Shades provide beautiful light control, privacy and comforting insulation all year round.
2. With our extensive Duette fabric collection of beautiful colours, textures, pleat sizes and opacities, you'll be spoilt for choice when it comes to finding something that matches your vision.

3. Duette Architella represents the ultimate in window covering insulation. Featuring a cell-within-a-cell construction, Duette Architella traps air in distinct pockets, keeping warm air in and cold air out, helping lower your energy consumption and bills.

Roller Blinds and Sunscreens

www.luxaflex.co.nz/products/indoor-blinds/roller-blinds-sunscreens

5. Luxaflex Roller Blinds make a perfect choice for any interior with a slim, contemporary profile and cohesive design versatility.
6. Featuring an extensive range of sunscreen, light-filtering and blackout fabrics, you can easily customise Luxaflex Roller Blinds to fit your light, glare, heat and privacy needs.
7. With the ability to combine two shades in one, select fabrics with value-added properties, or even add motorisation for chain-free, automated functionality, Luxaflex Roller Blinds are a designer staple.

Evo External Screens

www.luxaflex.co.nz/products/awnings-and-external-screens/evo-external-screens

1. With Evo External Screens, you can extend your indoors out, creating an instant outdoor room for the whole family to enjoy all year round.
2. Featuring over 190 designer fabrics and colours, complementary hardware, and a sleek, narrow profile, Evo External Screens make for a contemporary addition to any outdoor space.
3. Offering all-season thermal, shade and shelter, enhance your indoor-outdoor living with Luxaflex Evo Screens

MagnaTrack

1. From NZ's first and only self-correcting awning system to NZ's strongest wind tested straight drop screen, nothing else comes close to Evo MagnaTrack's design and performance.
2. From unparalleled outdoor sun, wind and rain protection to privacy and light control, it doesn't get any better than an Evo MagnaTrack.

Te Rā Folding Arm Awnings

www.luxaflex.co.nz/products/awnings-and-external-screens/te-rā-folding-arm-awnings

3. Outdoor awnings are a stylish and easy way to extend your indoor living space. Choose from a wide range of quality styles, fabrics and colours – all available in the Luxaflex Te Rā Awning collection.
4. Luxaflex Te Rā Awnings offer the best in open-plan outdoor living. There are solutions for every situation, from tiny terraces to large outdoor entertaining areas – all designed with you in mind.
5. Our Te Rā Folding Arm Awning range deliver market-leading performance for New Zealand's conditions, offering unrestricted shade, unparalleled performance and unmatched customisation.

PolySatin Shutters

www.luxaflex.co.nz/products/shutters/polysatin-shutters

1. Guaranteed not to blister, peel, flake, corrode or fade, PolySatin Shutters offer a 20-year manufacturer's warranty for complete peace of mind.
2. With low conductivity and a cellular construction that traps air, PolySatin Shutters are energy efficient, helping insulate your home at the window.
3. Water-resistant and removable, staining agents don't hold to the smooth polyresin surface of PolySatin Shutters, making care and cleaning effortless.
4. The perfect combination of timeless grandeur, durable design and technological innovation, PolySatin Shutters are shutters re-imagined.

LumiShade

www.luxaflex.co.nz/products/premium-shadings/lumishade

1. The perfect balance of style, durability and child safety features, LumiShade complements any home or lifestyle.
2. Perfect for kiwi summers and backyard entertainment, LumiShade achieves seamless indoor-outdoor living through individual chainless fabric vanes, allowing you to walk through freely, whether open or closed.

3. Featuring light-filtering sheers combining light-filtering sheers with room-darkening fabric panels, LumiShade can be effortlessly adjusted to meet your light or privacy needs.

Silhouette Shadings

www.luxaflex.co.nz/products/premium-shadings/silhouette-shadings

1. Luxaflex Silhouette Shadings feature unique S-shaped vanes that float between two sheer panels, beautifully diffusing light and enhancing the mood of your room without interrupting your view.
2. Available in a range of contemporary colours, statement-making vane sizes, and easy to use operating systems, Silhouette Shadings offer a whole new level of sophistication.
3. A Luxaflex exclusive soft shade, discover the simple elegance of Silhouette Shadings.

Luminette Privacy Sheers

www.luxaflex.co.nz/products/premium-shadings/luminette-privacy-sheers

1. Combining the timeless beauty of a sheer and the superior control of a blind, Luminette Privacy Sheers contemporary design elevates any room while providing effortless light control and privacy.
2. Luminette Privacy Sheers are ideal for expansive windows or sliding doors, beautifully diffusing light while maintaining your essential privacy with their softly curved, vertical design,
3. Available in a selection of on-trend translucent and room-darkening fabrics and with automated operation optional, Luminette Privacy Sheers will complement any home or space.
4. A Luxaflex exclusive innovation, discover the beautifully flexible light control of Luminette Privacy Sheers.

Aluminium Venetian Blinds

www.luxaflex.co.nz/products/venetian-blinds/aluminium-venetians

1. Our classic Luxaflex Aluminium Venetians provide excellent control of light, privacy, temperature, and ventilation with a slim profile and intuitive operation.
2. Manufactured from up to 97% recycled material, Luxaflex Aluminium Venetians are also an eco-friendly light control solution.
3. Available in various slat sizes and colours, with automation and specialty-shape options available, the Incredibly durable and low-maintenance Luxaflex Aluminium Venetians make for a worry-free investment.
4. From the innovators of the original Aluminium Venetians, discover the timeless functionality of Luxaflex Aluminium Venetian Blinds.

Timber Venetian Blinds

www.luxaflex.co.nz/products/venetian-blinds/timber-venetian-blinds

1. Constructed from plantation sourced basswood, Luxaflex Timber Venetians offer functional light control to those wanting the natural warmth and feel of wood.
2. The Luxaflex Timber Venetians colour palette includes a mix of neutrals and contrasting dark hues with matching hardware as standard, offering depth to any room.
3. Measured-to-fit for unique applications, easy cleaning and with automation available, Luxaflex Timber Venetians are at home in any space.
4. Made to create a warm and inviting home, discover the natural, durable and beautiful Timber Venetian Blinds from Luxaflex.

Woodmates Venetian Blinds

www.luxaflex.co.nz/products/venetian-blinds/woodmates-venetian-blinds

1. Woodmates Venetian Blinds give you all the visual benefits of natural wood Venetians but with enhanced durability, perfect for environments that have high humidity, moisture, heat or sun.
2. Woodmates Venetian Blinds provide a practical alternative to timber Venetian Blinds. Made from durable polyresin, they will not blister, peel, flake, corrode or fade.

3. Woodmates Venetian Blinds provide the aesthetic of hardwood Venetians with UV resistance, making them resistant to discolouration and warping.

Timber Shutters

www.luxaflex.co.nz/products/shutters/timber-shutters

1. Keeping your home comfortable, Luxaflex Timber Shutters provide flexible light control and optimal privacy while also helping soften exterior noise and providing added insulation.
2. Luxaflex Timber shutters make an excellent and versatile choice for doors and windows with a range of configuration, finish, and tilt bar options.
3. Custom-made to your requirements, with the high-quality craftsmanship you deserve, Luxaflex Timber Shutters are an asset that adds value to your home.
4. Combining timeless design, functionality and durability, discover Timber Shutters from Luxaflex Window Fashions.

Vertical Blinds

www.luxaflex.co.nz/products/indoor-blinds/vertical-blinds

1. With adjustable blades, light-filtering and blackout fabric options, and multiple stacking configurations, you can achieve the exact level of light and privacy you want with Luxaflex Vertical Blinds.
2. Giving you the impression of height, Luxaflex Vertical Blinds accentuate the sense of light and space, elevating your home interior.
3. Allowing in the light without blocking the view or reducing headroom, Luxaflex Vertical Blinds are ideal for large windows and sliding doors.
4. Defined by their flexibility, durability and efficient solar protection, Luxaflex Vertical Blinds offer practical elegance.

Pleated Blinds

www.luxaflex.co.nz/products/premium-shadings/pleated-blinds

1. Made from a special metallised backed fabric for superior heat reflectance, Luxaflex Pleated Blinds can help insulate your home in both warm and cool climates, irrespective of colour choice.
2. Defined by their horizontal pleats, Luxaflex pleated Blinds provide a neatly tailored look to any space.
3. Luxaflex pleated blinds are a versatile solution for any application, offering three levels of fabric transparency, multiple configuration options, including two shades in one, and the ability to be fitted to irregular windows.

Book a consultation

1. We're here to help you with all your Luxaflex blind, shade, shutter and awning needs. So, in-store or at home, book a free consultation with us today.
2. Providing expert advice tailored to each customer, home and space, we can help you find your perfect Luxaflex shade. Book a consultation today.
3. From product solutions and fabric options to FREE measures and quotes, we can help you with all your Luxaflex needs. So get in touch with us today.

20% off Duette Shades with PowerView Gen 3 promo (May 2024)

1. This May we're offering 20% off ultra-insulating Duette Shades with PowerView Gen 3 automation from Luxaflex. Get in touch to learn more.
2. Combine ultra-insulating Luxaflex Duette Shades with PowerView Gen 3 automation and save 20%. For a limited time only.