

# JD BLINDS BRINGS THE STORE TO THE CUSTOMER

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Mattoon- Personalized shop-at-home service providers are a rare find in today's landscape of big box stores and online retailers. While a trip to a home improvement store or a click of a mouse can provide hundreds of options, one Mattoon small business owner prefers to bring the store to his customers.

Dale Eveland, owner of JD Blinds, has been installing a variety of window treatments for 30 years. He started in the mid-1980s working with local designers and decorators, where he says he gained a lot of knowledge of the industry.

In 1995, Eveland decided it was time to reach out to customers directly by starting JD Blinds.

"I actually bring the store to the customer," he said.

"It creates an atmosphere where they can get their questions answered quickly," he said. "it's a more convenient way for people to do business and hopefully a more economical way."

The process starts when a customer calls to schedule a consultation. Eveland often has to explain that he doesn't have a store for the customer to visit, but rather he comes to their home.

His pickup truck is his mobile showroom, which he loads with 20 to 25 hand samples for each consultation. Upon arrival, Eveland inspects the customers windows and talks about the type of window treatments they are looking for in regard to privacy, light control, and other factors.

Popular types of window treatments include interior shutters, Roman shades, soft shadings, woods and faux woods, cellular shades, roller shades, vertical blinds and mini blinds, Eveland said.

For those who aren't as familiar with the different styles, Eveland educates them on the Products while determining how they are going to use the blinds and what they want to accomplish.

"If I can teach them those things, and answer their questions, it's pretty easy for most people to make a confident decision," he said.

After taking precise measurements,



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Eveland provides the customer with an estimate for the project. He can typically schedule installation within 2 1/2 to 3 weeks from the time a customer places an order.

"I've always enjoyed working with my hands. I believe it's a business tailor-made for me."

JD Blinds offers a full line of products from Lafayette Interior Fashions, who is an industry leader in custom window coverings manufacturing. Their company headquarters and production facility is located in West Lafayette Indiana. "They are a family owned business started in 1950. I'm so thankful to have such a great group of people to partner with. Lafayette stands behind its products as I stand behind my service. We have continued to sell and install their products for 30 years."

Eveland said the best part of his business is getting acquainted with his customers during consultations and installations, and that he enjoys pleasing people.

His goal is to provide his customers what they need at a price they can afford while being able to provide for his family, he said.

"It's a pretty simple process and works well for folks that need help in these areas," Eveland said.

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