

# the american way

Owners and Air Force Veterans Dan and Laura Hawley of Ambiance Design is committed to selling products all made in America.



**B**eing let go from her job with Hunter Douglas after seven years one week before Christmas in 2008 was a tough pill to swallow for Laura Hawley, but with grit and determination, she turned things around rather quickly. She assembled a her own crew and traveled to Manhattan and as far as Binghamton, N.Y., installing window treatments and draperies at various hotels and commercial sites.

Feeding off that success, she started Ambiance Design in 2011 with her husband, Dan, and one of their first priorities was to make sure everything they made and sold was in the United States. This is still of utmost importance to Hawley and her husband because they are both Air Force veterans.

"Having been in the Air Force for seven years of my life, it taught me self-discipline. ... We made a commitment to buy and sell American. We signed an agreement with Hunter Douglas to only sell and supply American because we're veterans," Hawley says. "We think it's really important, especially in this day and age with unrest out there; we support our people at home."

When you walk into Ambiance Design's showroom, it's not just the highest quality of products one can expect.

"Expect an American-focused experience and also a level of commitment to our clients," Hawley says. "We ask a lot of questions. People sometimes feel like they are being interviewed because we want to get to know our clients initially so we can match products with their needs. We don't dictate what they need; we let them tell us what their concerns are."

Some of those concerns include privacy, light control, ease of use and cords—especially for families with children. "Children still die as a result of window treatments with cords," says Hawley. "We think of children, pets and safety. Everything [we sell] is cordless."

Ambiance Design offers a plethora of Hunter Douglas window treatments with the newest technology, including a motorized treatment called PowerView Motorization—an innovative new system that adjusts your shades throughout the day, even when you're not home.

"It allows you to remotely control window treatments by putting them on schedules that can be tied to the sunrise and sunset," Hawley says. "It can also be tied to the thermostat if the house reaches a certain temperature."

All of the products Ambiance Design

offer—drapery, blinds, shades and shutters—are Hunter Douglas, and have something for everyone's style and interest.

"People want clean lines, something that's aesthetically pleasing," Hawley says. "When they want to have a view, the product is up and out of the way—we have products that can do that and they don't interfere with the environment."

Ambiance Design is invested in their products and guarantees that customers will love their window coverings. If, however, you are unsatisfied, Hawley mentions Hunter Douglas will exchange them for you.

"If something goes wrong, we stand behind our project. We offer a 'Right Choice Promise' exclusive to Hunter Douglas galleries," Hawley says. "That means if they don't absolutely positively love the project, for a nominal fee, they can exchange for another one. Also, if they buy a product from Ambiance Design, we do service calls forever, for free; we take the stress and worry out of window treatments."

Ambiance Design also offers Hunter Douglas Blind & Shade Repair Service, where Hawley and her team repair products that suffer from the normal wear and tear, potentially saving customers hundreds of dollars instead of them purchasing new products.

"Recently a client dropped off a window treatment and the repair cost them \$150. Replacement shades would have cost them \$700," Hawley says. "A 15-year-old window treatment gets another 10 years after we work on it. We don't like to replace stuff that's reusable."

The attention to detail, wealth of experience in manufacturing and from the military, and level of commitment is what makes Ambiance Design second to none.

"What sets us apart is our drive because of experiences, having served our country—who we are as veterans and what we want to do for the people of Montgomery and Bucks counties," Hawley states. "We want to serve them the way we were taught to serve our country. We take that same level of commitment when comes to customer experience with Hunter Douglas." **H&H**