

## Outside In

**Boise Blinds'** unparalleled customer service and unique exterior shade designs offer a new take on keeping the sun out and the views in

**H**eadquartered in historic downtown Boise in an old Basque boarding house, Boise Blinds boasts the City of Trees' only window covering design studio in the heart of the city. But it's more than the showroom's location that sets the firm apart.

Boise Blinds is a small four-person company, owned and operated by husband and wife Austin and Becky Hays. "We are involved in every step of every project, from answering that first call to final installation," says Austin. "Our customer service is unmatched, and we strive to make the experience as efficient and easy as possible."

Also unmatched are the company's unique design solutions, namely exterior shades that shield windows and patios from the outside, rather than the inside, of a building or home. These shades are an excellent solution for spaces hammered by the Boise summer sun.

"The popularity of exterior shades has grown exponentially in the area since we introduced them," says Austin. "Exterior window coverings are used widely in Europe but are a relatively new concept here, and we lead the local market in sales and installation."

Sought out for a superior ability to control heat and glare without obstructing views, Boise Blinds' exterior shades are American-made by Insolroll in Colorado.

Whether the goal is blocking sun, privacy screening, or simply allowing design elements like woodwork to shine, the shades can span openings of up to 19 feet and are also perfect for shielding outdoor living spaces and patios.

"They're a beautiful, practical option, and both architects and homeowners love them," adds Austin. "It's an exciting new way to think about light control and privacy."

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**CLOCKWISE FROM THE TOP:** A sun-facing residential home benefits from aesthetically pleasing and uber functional exterior shades. Boise Blind owners Austin and Becky Hays. Exterior shades enhance the functionality of outdoor patios, blocking the sun's heat and glare. With Boise Blinds' expertise, exterior shades blend seamlessly with existing features.

