

London's Leading Shutter Company Launches UK Expansion

Submitted by: inPress Online

Wednesday, 22 February 2012

The Capella Shutter Company (<http://www.capellashutters.com/>) - the leading window shutter (<http://www.capellashutters.com/>) company in Central & West London - today announced its expansion into UK-wide operations alongside the launch of an extended range of unlimited bespoke designs. Renowned throughout the West End for fitting out some of the most prestigious homes and restaurants in London, the company will focus on introducing its bespoke wooden designs into homes throughout the country. You can view some of these designs in action here: <http://www.capellashutters.com/gallery/>.

Changing UK Property Trends

Fitted window shutters have in recent years been viewed as a luxurious addition to the home's interior, better suited to prestige or commercial properties. However, with the slowdown in the UK property market, an increasing number of homeowners are now looking to enhance the design and resale value of their existing properties. Fitting bespoke wooden window shutters is one way to completely rejuvenate the look and feel of a home's interior at a fraction of the cost of moving – a trend which has led to a period of rapid expansion for The Capella Shutter Company in its first 3 years of operation.

The company has also experienced a positive effect from the rise in the number of buy-to-let properties in recent years. In some instances its bespoke designs can add as much as a 15%+ increase to the rental value of a home, with just a quick installation at a minimal investment.

“Our fitted window shutters are designed to fit like a Savile Row suit,” said Paul Reynolds, managing director of the Capella Shutter Company. “With an increasing amount of homeowners becoming reluctant to move in what is a fairly sticky property market, our shutters are seen by our customers as a way of increasing a home's value and aesthetic appeal without going to the hassle and costs of moving. With increasing demand for our bespoke designs we are delighted to announce our extended range of over 20 different materials which we are now making available to customers on a national basis, giving the whole of the UK a taste of the design flair associated with some of the West End's most sought after properties.”

Economic & Environmental Considerations

In addition to changing property market trends, growing environmental and economic awareness is also sparking a return to fitted window shutters. Many modern curtains can accumulate dirt and house-bugs, and block out the heat circulated by window radiators, leading to higher energy bills. The Capella Shutter Company's range of bespoke designs eliminates these issues, and even extends to include a range of solar panel powered and remote control operated designs.

The Capella Shutter Company's colour matching scheme allows for a fluidity of design unrivalled by anyone else in the marketplace, based on the company's unique ability to colour match against all the leading High Street brands. With a team of craftsmen holding over 20 years of experience, and a 20 working day delivery promise on its highly popular Cedar-wood range, The Capella Shutter Company provides beautiful bespoke designs at an affordable price.

About The Capella Shutter Company

Capella takes its name from the star Capella which is the brightest star in the constellation Auriga. In former years all mariners took their measurements from the stars in the sky – our team will come and measure your windows to ensure that perfect custom fit. For further information on the Capella Shutter Company including our swift turn-around assurance, solar paneled shutters, and unique colour matching service, please visit: <http://www.capellashutters.com/>.

Jamie Gavin

jamie@inpressonline.com

07900367775