



114 South Kirby Street,  
Garland, TX 75042  
800-442-1540 Fax: 972-276-5104  
www.Texton.com

## **Solution is Made Available for Millions of Window Coverings Recently Recalled by The U.S. Consumer Product Safety Council Regarding Safety Issues with Children**

***“[AudraGuard] is effective and eliminates the risk of strangulation due to exposed inner cords,” says the CPSC.***

### ***For Immediate Release***

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**Contact: Ed Williams- 972-494-5941 Ext. 116; edwilliams@texton.com**

**Dallas, TX-** Texton, Inc., a window covering manufacturer, has developed a solution to an urgent problem regarding millions of Roman Shades that were recently recalled by the U.S. Consumer Product Safety Council due to injuries and deaths among children. Cords located behind Roman Shades, and their accessibility by children, has been ruled to be a serious safety hazard. Despite the fact that the style of Roman Shades has been around for many years, serious safety concerns had prompted the federal government and businesses in the window covering industry to take action. Texton has become the only approved Roman-Style lift system that operates without cords. “We are extremely excited to take a classic and timeless product that is as old as recorded history- and simply remove any safety hazards it may possess,” said Ed Williams, CEO of Texton, Inc.

The problem became known in mid December of 2009, when the U.S. Consumer Product Safety Council (USCPSC) issued a recall of any shades made with “Roman-Style” lifting systems. That description included all types of Roman Shades and Woven Wood Shades. “It was devastating,” said Ed Williams- Texton CEO. “This style of product has been growing in popularity over the recent years. We just could not afford to lose this line of product; especially in this down-turned economy.”

Texton soon learned that any legitimate solution would have to be developed in-house. “Despite the fact that there are much larger, and better known entities in our industry, no one seemed overly interested in addressing the elephant in the room,” said Williams. Texton had no choice but to develop an operating system that helped create new safety guidelines on its own.

This new operating system that replaces any cords on the back of the shade with “Fabric Lifting Tapes” was introduced to a nationally known retailer in early January. They accepted the proposed operating system and assisted Texton in having the device reviewed by the CPSC.

The need to find a safer operating system took an even greater meaning to Mr. Williams when he became a father in late December. "I recently became a new father over the Christmas holidays," said Williams. "The idea of preventing any unnecessary tragedy with a child had a much bigger impact when I became a parent. It drove much of the creative process."

Williams has named this new Roman-Style lifting system after his new infant daughter, Audra. AudraGuard™ will now be offered throughout his company's Roman Shade and Woven Wood Shade offerings.

The product is made available for any consumer that might have children or simply want to avoid any safety concerns in their home. In addition, the system comes highly recommended for any public places that may employ a Roman-Style type of product. "We always want to promote fashion and style in our line of business. However, safety must be considered before anything else."

You can learn more about AudraGuard™ Operating Systems by contacting Texton at 800-442-1540 or at [www.Texton.com/AudraGuard](http://www.Texton.com/AudraGuard).