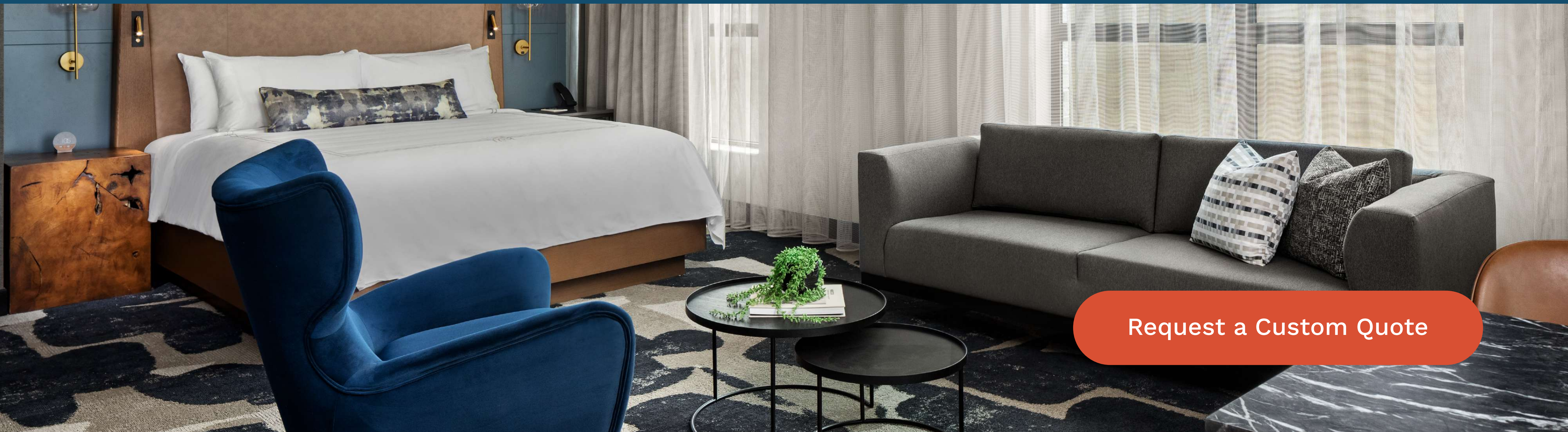




Decorator
Industries

Why Designers and Developers Choose Decorator Industries

From Design to Installation, Your Vision Without Compromise



[Request a Custom Quote](#)

1. Who We Are



The DI leadership team is built on longevity, skill, and heart.

Together, we bring a holistic, hands-on approach to each project—ensuring thoughtful design, expert fabrication, and seamless installation from start to finish.

- Established in 1953
- U.S.-based manufacturing
- Known for craftsmanship, service, and quality

“Decorator Industries is excited to expand further into the hospitality and commercial sectors, delivering high-quality custom bedding and window treatments that elevate interior spaces.”
– Dan Hannula, Owner

CORE VALUES

Midwestern care
Innovation
Lasting relationships

1.1 Who We Are



Dan Hannula – CEO & President

Dan leads DI with over 45 years of experience in the custom fabrication industry, overseeing strategic vision and operations. His leadership is defined by a commitment to quality, customer service, and innovation.



Priscilla Emmerson – VP of Sales

Priscilla brings a wealth of experience in sales and client relations, ensuring each project is tailored to client needs. Her focus is on building strong partnerships and delivering exceptional service throughout the project lifecycle.



Melissa Butkus – Director of Purchasing & Design

Melissa oversees purchasing strategies and design direction, ensuring materials and aesthetics align with each project’s unique vision and budget.



Irene Hederer – Estimating Manager

With a sharp eye for detail, Irene manages accurate and timely cost estimations that support both client expectations and internal production efficiency.



Donna Rau – Senior Production Floor Supervisor

Donna brings leadership and precision to the production floor, ensuring that every product meets DI’s high-quality standards through meticulous oversight and team coordination.



Stacy Knetter – Pre-Measure & Installation Specialist

Stacy ensures a smooth start and finish to every project by managing pre-measurements and installations with precision and care.

1.2 Who We Are



Jimmy Flink – Installation Coordinator

Jimmy oversees the logistics and scheduling of installations, ensuring projects are delivered and executed on time with minimal disruption.



Jackie Hayes – Controller & Human Resources Manager

Jackie leads financial operations and HR with diligence and care, supporting a strong team culture and responsible business practices.



Susie Shelley – Customer Service

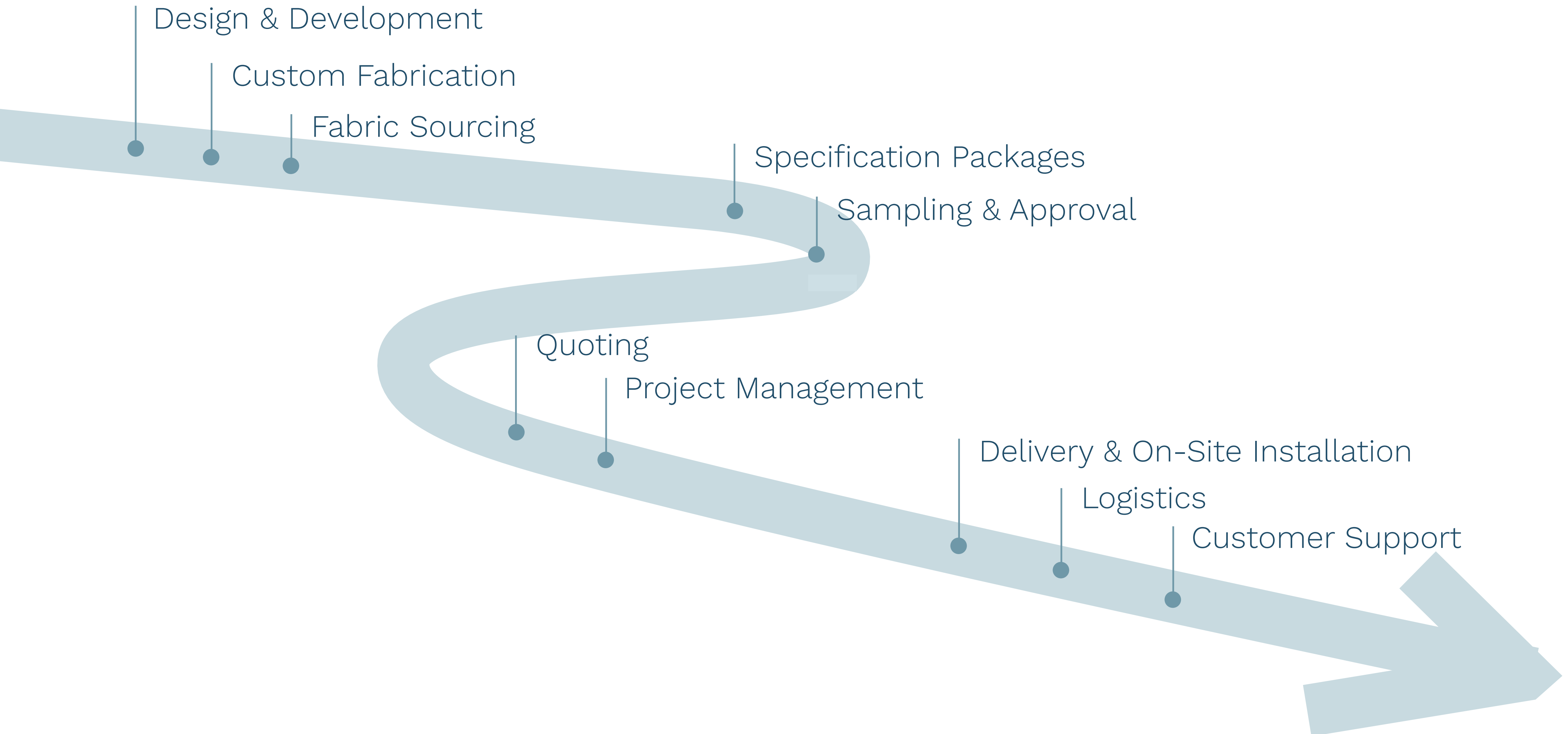
As the frontline of communication, Susie brings warmth and professionalism to client interactions, ensuring every need is heard and handled promptly.



2. Our End-to-End Process



We manage every detail from concept to installation:



3. What We Make Possible



Custom solutions for every style, space, and standard

Drapery/Sheer

Shades

Blinds

Blackout & decorative drapery

Motorized roller shades

Cornices & valances

Luxury bedding

ItFits! Foundation Covers

Window Treatment Hardware

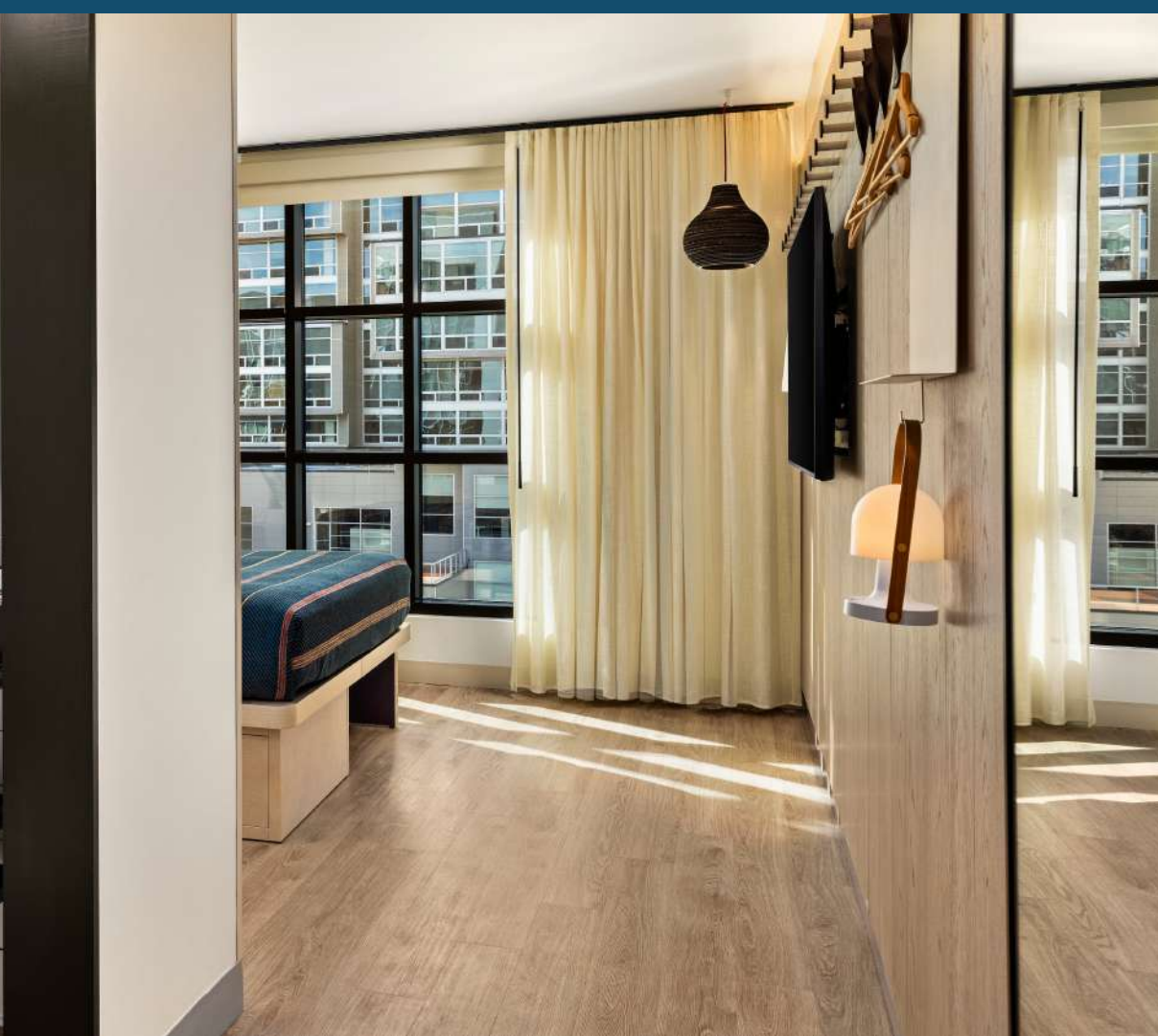
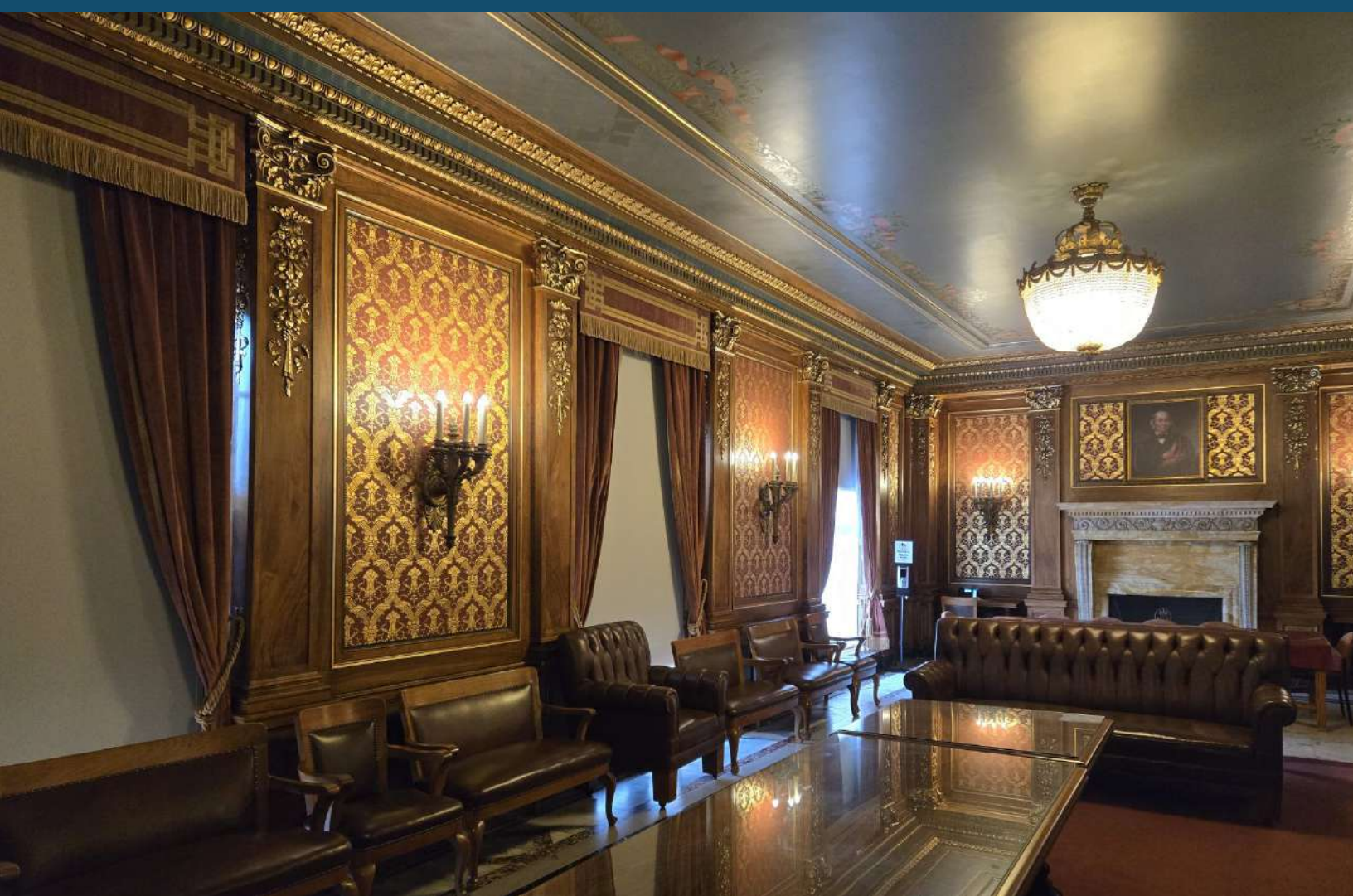
Installation Services and
Product Customization

APPLICATIONS

Hotels & Resorts

Healthcare & Senior Living

Commercial &
Workplace Interiors



4. Brands We Have Worked With



5.1 Marriott The Trade



Milwaukee, WI

PROJECT OVERVIEW

High-end hotel located in the Deer District of downtown Milwaukee, adjacent to the Fiserv Forum, home of the Milwaukee Bucks. The project aimed to blend luxury with modern design, creating a dynamic, inviting atmosphere for guests.

DESIGN APPROACH

Incorporation of cutting-edge, sustainable materials throughout the hotel.

Emphasis on comfort and aesthetic appeal to elevate the guest experience.

Seamlessly integrating functional and stylish window treatments into the overall design, with a focus on luxury and innovation.





5.2 Disney EPCOT + Cinderella's Castle



PROJECT OVERVIEW

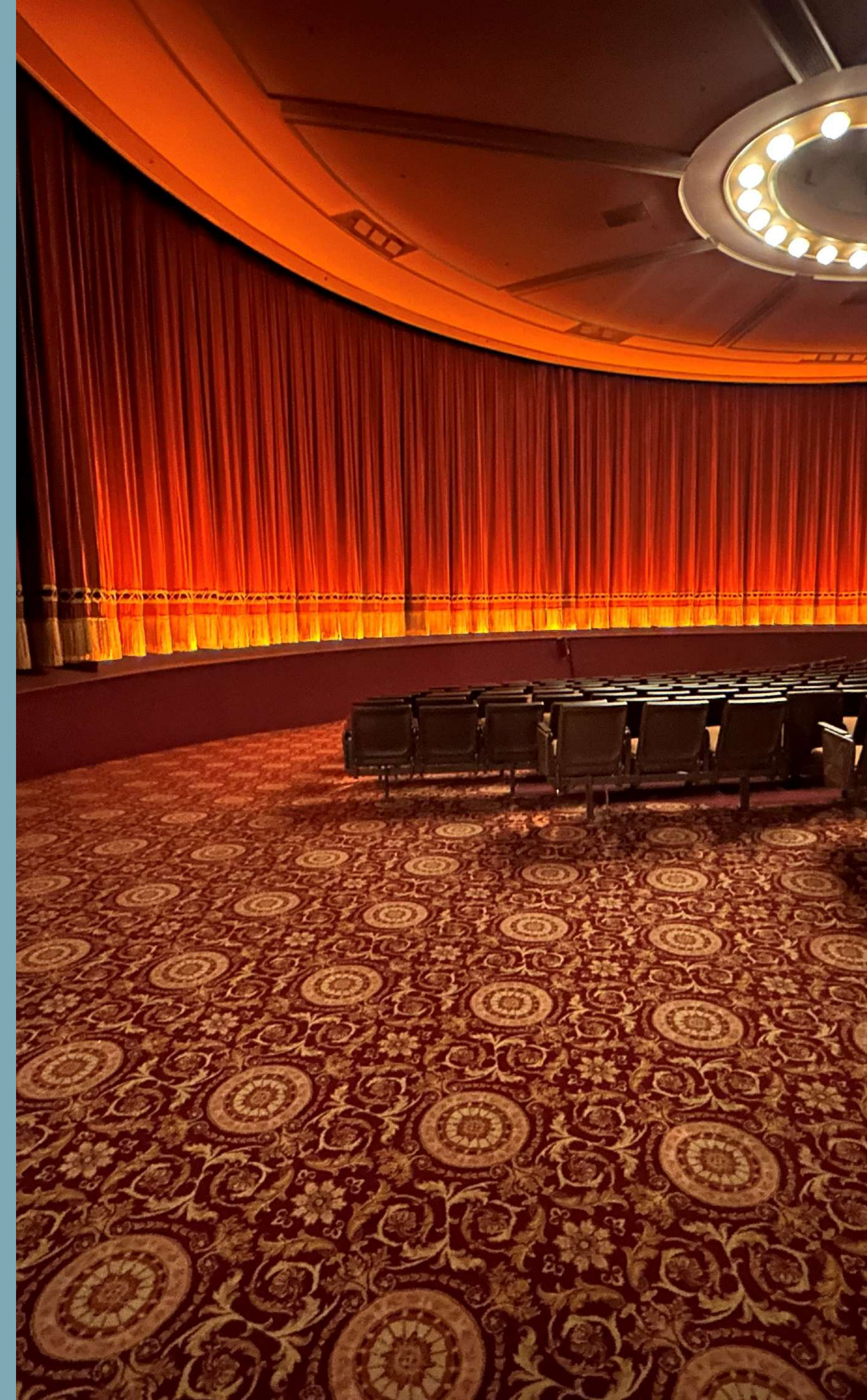
The project included work at two iconic Walt Disney World locations: the France Pavilion in EPCOT and the exclusive Cinderella's Castle Suite in Magic Kingdom. Both spaces required the creation of immersive guest experiences with meticulous attention to detail, reflecting Disney's commitment to luxury and brand continuity.

DESIGN APPROACH

France Pavilion: Faithful replication of stage curtains with identical treatments to maintain the existing visual aesthetic.

Cinderella's Castle Suite: Elevation of luxury through custom embroidered bed canopy and window treatments, carefully designed to provide a regal guest experience.

Close collaboration with Disney's in-house team to finalize fabric selections, trims, and color palettes for both spaces.





5.3 The Moxy



Marriott Autograph Property

PROJECT OVERVIEW

The Moxy, located in Madison, Wisconsin, is a vibrant, lifestyle-focused hotel under the Marriott Autograph Collection. Known for its edgy aesthetic and energetic atmosphere, Moxy Hotels combine bold design with playful guest experiences. The project included providing and installing custom window treatments for all guest rooms and public spaces.

DESIGN APPROACH

Custom window treatments tailored to suit the hotel's modern and playful aesthetic.

Public spaces featured motorized solutions for a modern, functional design, while guest rooms were equipped with baton-draw, traversable drapery systems to match the bold design.

Clear communication between our team and the North Central Group ensured a smooth execution from fabrication to installation, maintaining alignment with the hotel's energetic design vision.





5.4 Wisconsin - State Capitol Building



PROJECT OVERVIEW

A designated National Historic Landmark and the seat of Wisconsin's government, the State Capitol is a treasured architectural icon known for its Beaux-Arts style and ornate detailing. This project required thoughtful solutions that honored the building's historic integrity while enhancing functionality.

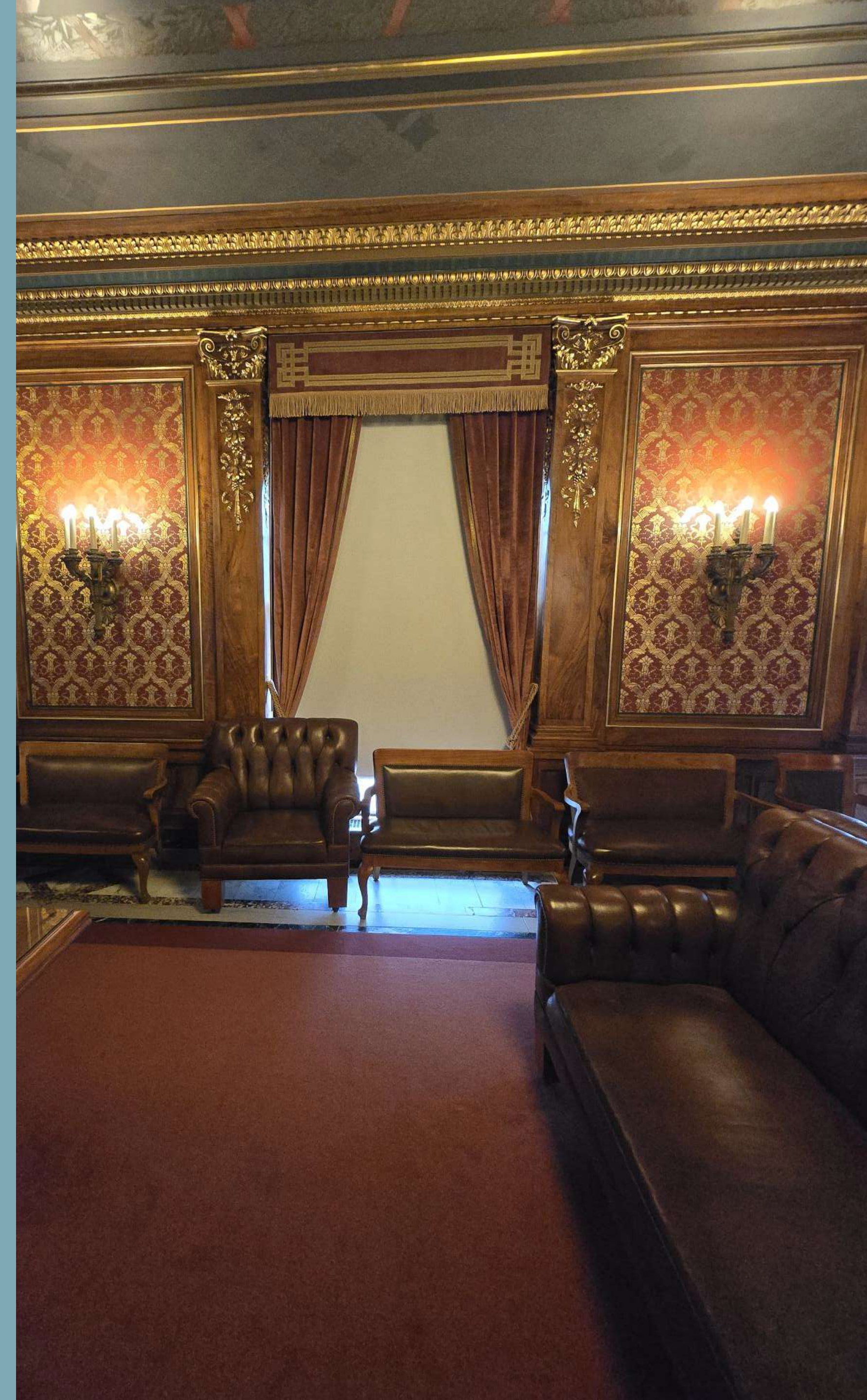
DESIGN APPROACH

Preservation-forward strategy to ensure all window treatments complemented the historic character of the interiors.

Use of custom-designed, period-appropriate treatments that aligned with the building's architectural style and palette.

Integration of discreet, high-performance shading solutions to balance preservation with modern-day energy efficiency and light control needs.

Collaborative planning with historic preservation consultants to ensure compliance with all restoration and design guidelines.



5.4 Wisconsin - State Capitol Building



KEY DIFFERENTIATORS

100% U.S.-based production
Ensures quality, control, and
local manufacturing support.

Expert installation team
Dedicated professionals
guarantee flawless execution.

Scalable project management
Flexibility to manage projects
of all sizes with efficiency.



6. How We Are Different from the Competition



END-TO-END CONTROL BACKED BY UNMATCHED EXPERTISE

From concept to installation, we manage every aspect of the process—giving us greater flexibility and quality control compared to other providers.

What truly sets us apart is our team: led by Dan with nearly 45 years of industry experience and supported by a tenured staff, many with over 20 years of service.

In today's fast-changing market, that level of consistency and deep expertise is rare—and it's a key reason clients trust us to deliver exceptional results.

CUSTOMIZATION EXPERIENCE

We specialize in providing highly tailored solutions for each client, ensuring every project fits the exact vision and specifications.

7. Why It Matters Now



We stay ahead of design and operational priorities

U.S. supply chain reliability

Sustainable material sourcing

Motorization & automation trends

Hospitality and healthcare
design convergence

● TREND INSIGHT

Learn more in our [blog](#): [Window Treatments in Health Care Design: What We're Seeing in 2025](#)

8. Specialty Services



IT FITS! FOUNDATION COVER

A patent-proven, easy-to-use box spring cover that enhances room aesthetics, reduces upkeep, and extends product life.

DIGITALLY PRINTED WINDOW SHADES

We offer unique, custom-printed shades that enhance both the aesthetic and functionality of spaces.

CUSTOM EMBROIDERY

Our embroidery services allow for personalized designs on bedding and other textile elements, adding an extra touch of luxury and branding.



9. What to Expect Working With Us



Dedicated point of contact



Transparent communication



Tailored solutions



Fast turnaround for domestic projects



Professional delivery & installation



10. Let's Talk About Your Project



Whether you're planning a new build or a refresh, we're ready to collaborate.

CONTACT

Name:

Email:

Phone Number:

Territory:

Follow us on LinkedIn + Instagram

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