BlindQuest Releases Homeowner Guide Comparing Custom and Off the Shelf Window Treatments

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TROY, IL - October 13, 2026 -
BlindQuest Inc. has published a new homeowner guide detailing five measurable distinctions between custom fitted blinds and stock-size, off the shelf window treatments. The family-owned Troy, Illinois company released the guide to help Metro East residents understand how a precise fit affects the daily performance of their window coverings.

The guide centers on five distinctions that separate custom window treatments from mass-produced alternatives. A precise fit reduces the gaps that appear when stock blinds are mounted on windows they were not sized for. Tighter coverage affects light control, allowing homeowners to manage glare and brightness room by room. A closer fit also influences insulation at the window, where heat is frequently lost or gained. Custom construction matches components to each opening rather than trimming or adjusting them after the fact, which affects product lifespan. The guide also notes that custom orders involve a wider range of materials and colors that can be selected for the function and style of each room.

The guide explains that these distinctions are among the benefits of choosing custom blinds, particularly for older or specialty-shaped windows that rarely conform to standard dimensions. BlindQuest notes that its on-site measuring and installation process is structured so that each set is fitted to its specific opening before mounting.

"Stock blinds are built for an average window, and most windows are not average," said Carly Shaffer of BlindQuest. "When a measurement is off by even a fraction, homeowners end up with light leaks, drafts, and blinds that never quite sit right. The guide walks people through how a precise fit changes the way a window treatment functions, not just how it looks."

The company serves communities throughout the Metro East, offering custom blinds for homes in Madison County as well as neighboring St. Clair and Clinton counties. As an authorized Hunter Douglas Gallery, BlindQuest carries shades, blinds, shutters, verticals, and awnings from brands including Hunter Douglas, Carole Fabrics, Alta, and SunPro. The guide addresses homeowners researching custom blinds Edwardsville

IL and surrounding areas, where on-site consultation and installation services are available across the region.

Shaffer added that the guide also addresses common questions about turnaround time, cost comparisons, and whether custom orders can accommodate unusual window shapes. "People often assume custom means complicated," she said. "The measuring is handled by staff, the installation is handled by certified installers, and the homeowner chooses what fits the room."

BlindQuest provides window treatments Madison County residents can have measured and installed by in-house staff rather than outside contractors. The company uses licensed, bonded, and certified installers and applies a workmanship guarantee to its work. The guide and the company's on-site consultation are both offered at no charge.

BlindQuest is a family-owned and operated company based in Troy, Illinois, specializing in custom window treatments. As an authorized Hunter Douglas Gallery, the company offers blinds, shades, shutters, and drapery, along with on-site consultation, professional installation, and a Hunter Douglas Repair Center. BlindQuest serves communities across Madison County, St. Clair County, and Clinton County.

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BlindQuest Inc.

BlindQuest has elevated homes and businesses since 2002, serving Troy, IL and nearby areas. We offer premium window treatments from top brands, on-site consultations, and expert installation. Woman-led and community focused, contact us today.

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