

## The Smart Shutter Company Launches the Only British-Designed Window Shutter Sold Direct to Consumers



**Hampstead, London May 21, 2026 ([IssueWire.com](https://www.IssueWire.com))** - The Smart Shutter Company™ Ltd is proud to announce the launch of its new range of plantation shutters-the only British designed interior window shutter available direct to consumers combining superior engineering, modern aesthetic and exceptional durability at highly competitive prices.

Designed in Britain over 3 years the new shutter collection delivers a stronger more robust stile at 35mm x 45mm than any other shutter on the market today. Our focus has always been on creating a shutter that feels more substantial and performs better over time, and gives customers genuine value. By controlling both the design process and our own manufacturing line in China, we're able to deliver a premium-quality shutter directly to homeowners without the traditional retail mark-up.

Built Stronger. Designed Better.

The new shutter range introduces a number of premium engineering upgrades, including:

- **More robust stile construction** for increased strength and longevity
- Choice of **70mm and 90mm louvre sizes** for enhanced light control and contemporary styling

- **Heavy-duty 3D invisible hinges** for a cleaner appearance and smoother operation
- Precision British design tailored for modern UK interiors

Unlike many shutter brands that rely entirely on third-party factories, The Smart Shutter Company operates its **own dedicated production line in China**, ensuring strict quality control.

#### Direct-to-Consumer Advantage

By selling directly to consumers, The Smart Shutter Company eliminates unnecessary middlemen and showroom overheads, allowing homeowners to access a higher-specification product at a more accessible price point.

The company's direct model also provides customers with:

- Personal design consultations
- Accurate made-to-measure manufacturing
- Faster communication and support
- Transparent pricing with no hidden retail commissions

#### A New Standard in Plantation Shutters.

The launch reflects growing consumer demand for better-quality window furnishings that combine durability with contemporary design. With British-led product development and factory-controlled manufacturing, The Smart Shutter Company aims to redefine expectations within the UK shutter market.

For more information, visit:

[www.thesmartshuttercompany.com](http://www.thesmartshuttercompany.com)

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