

## Unique Expressions

**S**hasta Breitkopf is celebrating her 10th year of running *Unique Expressions* and she has discovered she is back where she started. Except now she does it on her own.

In 1976 Shasta moved to Midland, Michigan, where she worked for a company called *Creative Energy*, a retail energy store which was also a very large *Warm Window* dealer. It was in 1985, while doing a seminar for *Draperies and Window Coverings* magazine, that Shasta was introduced to the owner of *döfix* and a distributorship was formed between *Creative Energy* and *döfix*. Several years later *döfix* opened its own warehouse in the United States and Shasta became their sales representative, often traveling four different states to sell the product.

Shasta soon discovered that workrooms had a real need for complementary products. In 1998 she became an independent sales representative and *Unique Expressions* was born. Shasta continued to sell *döfix* products, and the first company she brought on board was *Angel's* lining. After being inside hundreds of workrooms selling *döfix*, Shasta realized that many of them were doing things inefficiently.

The products she now hand picks for *Unique Expressions* are ones that help customers work more efficiently and which provide great customer service. By choosing products such as *Angel's* lining, *Brimar* trims, *Draw-Matic*, and *Harris* pillow supply she can easily provide workrooms with high quality products from companies that have excellent turn around time and customer service.

Shasta's role as a sales representative is to give workrooms a personal look at products, provide them with personal

service, and an easy way to take care of any problems they may be having. She creates a regular newsletter, reaching over 1,500 people, that gives them up to date information on price increases and lists of discontinued products. This information often gets to *her* customers first and helps them when they are making sales. By having the proper prices and discontinued product lists, they don't have to worry about problems while selling to their customers.

After carrying *ADO* products for a number of years, Shasta recently gave it up because she could not agree to be an exclusive representative. She is now working to replace these products by exploring companies that sell outdoor products

and those which provide energy efficiency. She now sells Sunbrella fabric and is exploring outdoor umbrellas, outdoor solar lighting and exterior window shades.

All the products that Shasta carries are thoroughly tested by her, because she uses them all in her own home. She is currently testing the exterior window shades which block 92% of UV rays from entering windows without blocking the view. The

product is designed to provide significant energy savings by keeping the home cooler.

*Unique Expressions* will be Shasta's final career move. She does not plan to retire any time soon, but she sees no reason to work anywhere else. Funny though, her career has come full circle from selling energy saving products for *Creative Energy* to selling energy saving products for her own company, *Unique Expressions*.

To find out more about *Unique Expressions* and their products go to [www.uniqueexpressions.net](http://www.uniqueexpressions.net) or call Shasta at (877)516-4677.



*Shasta Breitkopf, Owner of Unique Expressions*