



For Immediate Release
Contact: Ralph Vasami
212.297.2125
rvasami@kellencorpany.com

2011 WCMA PRODUCT AWARDS PRESENTED AT Vision 11 IN LAS VEGAS

New York, NY (May 2, 2011) – The 2011 WCMA Product Awards, the annual competition showcasing the window coverings industry's best products and merchandising programs, were announced at the Las Vegas Convention Center on April 27, 2011. The winning products, selected for their technical achievements, style concepts and overall designs, were toasted at a reception held in conjunction with Vision 11 (International Window Coverings Expo).

The evening culminated with the award of the 2011 WCMA Product of the Year, taken by Vignette® Traversed™ with Vertiglide™ Modern Roman Shades from Hunter Douglas. The winning product presents the Hunter Douglas Vignette® shade in a vertical application that is described by the company as a room solution for expansive windows and doors.

A panel of design community experts reviewed manufacturers' submissions across an array of product categories, including: cellular shades; drapery hardware; "green" products; horizontal blinds; motorization; Roman, roller, and pleated shades; shadings and sheers; shutters; specialty applications; vertical and panel tracks; and miscellaneous products. Breakout merchandising and marketing programs were also acknowledged.

"In a year of challenges to the window covering industry – and to all manufacturers – WCMA sets aside one night to honor all of the participating companies," said Ralph Vasami, executive director of WCMA. "Some categories required tough calls by the judges which is more evidence of the technical achievements of each of the engineering and design teams over the past year."

The Window Covering Manufacturers Association celebrated the 20th year of its highly-regarded awards program at a ceremony held during Vision 11, the industry's national trade show and educational conference. Grace McNamara, Inc., trade show organizer, sponsored the April 27, 2011 event. All of the 2011 entries and winners are featured on the WCMA Web site www.wcmanet.org. The list of award winners is attached.

The 2011 judges were Susan Hirsh, North American manager for decorative programs, Benjamin Moore & Co; Susan Huckvale Arann, interior designer and president, American & International Designs, Inc.; Leonard Mozer, window fashions editor, *LDB Interior Textiles*, and Samantha Nestor, interior design expert and author of *Living with Wine* and *The Luxury Bathroom*.

Companies singled out for a 2011 WCMA Product Award include: Comfortex Window Fashions, Homerun Holdings Corporation, Hunter Douglas, Hunter Douglas Contract, Lutron Electronics Co., Masterpiece Shutters, MechoSystems Inc., Norman Window Fashions, Orion Ornamental Iron, Inc., RollEase, Somfy Systems, Inc., and Springs Window Fashions.

Note to Editor: Product information and images are available upon request. Please contact: 212.297.2108.



2011 WCMA Product Awards

2011 WCMA PRODUCT AWARDS WINNERS

PRODUCT AWARDS

Cellular Shades

Best Technical Innovation
SlumberShade™ Honeycomb Shades
Comfortex Window Fashions

Best Style Concept
PERSONA™ Honeycomb Shades
Comfortex Window Fashions

Best Enhancements
Enhancements to Duette® and Applause® honeycomb shades
Hunter Douglas, Inc.

Drapery Hardware

Best New Technical Innovation
Luminette® Privacy Sheers & Modern Draperies: Manhattan™ Decorative Hardware
Hunter Douglas, Inc.

Best New Style Concept
Decorative Crystal Finials: Bohemia Collection & KBlair Finials
Orion Ornamental Iron, Inc.

Best New Style Concept
Honorable Mention
Tuscany Traversing
Orion Ornamental Iron, Inc.

Green Products — Sustainability

Best New Style Concept
Duette® Architella® Batiste Bamboo Fabric with IllumiCell™
Hunter Douglas, Inc.

Most Innovative Overall Concept
GreenScreen® Revive roller shade fabric
Hunter Douglas Contract

Honorable Mention – Sustainable Manufacturing Practices
Wood Green Product Sustainability Story
Springs Window Fashions



2011 WCMA Product Awards

Green Products — Health and Environmental Safety

Best Overall Concept

Enhancements to Vignette® Modern Roman Shades

Hunter Douglas, Inc.

Green Products — Energy Efficiency

Best New Technical Innovation

WireFree™ Solar Pack

Somfy Systems, Inc.

Best New Style Concept

Duette® Architella® Batiste Fabrics with IllumiCell™

Hunter Douglas, Inc.

Most Innovative Overall Concept

Vignette® Tiered™ Architella® Modern Roman Shades

Hunter Douglas, Inc.

Horizontal Blinds

Best New Technical Innovation

Normandy Premium Wood Blinds

Norman Window Fashions

Best New Technical Innovation

Honorable Mention

Aluminum Horizontal Inverted Slat

Springs Window Fashions

Best New Style Concept

Natural Elements™, A Collection of Modern Precious Metals® Blinds

Hunter Douglas, Inc.

Miscellaneous

Best New Style Enhancements

2011 Enhancements to The Alustra® Collection

Hunter Douglas, Inc.

Best Overall Concept

Luminette® Modern Draperies Ribbon™ Panel Design

Hunter Douglas, Inc.



Motorization

Best New Technical Innovation
Telis 6 Chronis RTS
Somfy Systems, Inc.

Best New Technical Innovation
Honorable Mention
WhisperTrac™ 1000
MechoSystems Inc.

Most Innovative Overall Concept
Venetian Blinds with Intelligent Tilt Alignment
Lutron Electronics Co.

Roman, Roller, and Pleated Shades

Best New Technical Innovation (tie)
AcoustiVeil™
MechoSystems Inc.

Best New Technical Innovation (tie)
SmartPull
Springs Window Fashions

Best New Technical Innovation
Honorable Mention
Universal 5" Fascia
RollEase

Best New Technical Innovation
Honorable Mention
Qmotion Shades
Homerun Holdings Corporation

Best New Style Concept
RB 500 roller shade operating system
Hunter Douglas Contract

Best New Style Concept
Honorable Mention
Major League Baseball/Collegiate Collection Roller Shades
Comfortex Window Fashions

Best Overall Concept
Roller SlumberShades™
Comfortex Window Fashions



2011 WCMA Product Awards

Shadings and Sheers

Best Overall Concept
2011 Silhouette® window shadings Collection
Hunter Douglas, Inc.

Shutters

Best New Enhancement
UltraGrain™ -- The New Finish for NewStyle® Hybrid Shutters
Hunter Douglas, Inc.

Best New Style Concept
Masterpiece Shutters™
Masterpiece Shutters

Specialty Applications

Best New Technical Innovation
Tuscany Traversing with Bent or Curved Applications
Orion Ornamental Iron, Inc.

Best New Style Concept
Vignette® Traversed™ with Vertiglide™ Modern Roman Shades
Hunter Douglas, Inc.

Most Innovative Overall Concept
Vignette® Traversed™ with Vertiglide™ Modern Roman Shades
Hunter Douglas, Inc.

Wood Blinds and Faux Wood Blinds

Best Technical Innovation
Normandy Premium Wood Blinds
Norman Window Fashions

Judges' Award

Reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end users

Luminette® Privacy Sheers & Modern Draperies: Manhattan™ Decorative Hardware
Hunter Douglas, Inc.

2011 WCMA Product of the Year

Vignette® Traversed™ with Vertiglide™ Modern Roman Shades
Hunter Douglas, Inc.



MERCHANDISING AWARDS

Best Marketing Technology (tie)
Hunter Douglas Alliance Dealer Websites
Hunter Douglas, Inc.

Best Marketing Technology (tie)
PERSONAShades.com
Comfortex Window Fashions

Best Sampling Program (tie)
2011 Luminette® Privacy Sheers & Modern Draperies Sample Book
Hunter Douglas, Inc.

Best Sampling Program (tie)
Shade Systems Showcase and Little Black Book
MechoSystems Inc.

Best Point of Sale Display
Audio Display in "Move" Designer Roller Shades Update Kit
Hunter Douglas, Inc.

Best Point of Sale Display Honorable Mention
Hunter Douglas Media Player for Showcase and Retail Display Systems
Hunter Douglas, Inc.

Best Trade Advertising Campaign
2010 Hunter Douglas Promotional Programs
Hunter Douglas, Inc.

Best Consumer Advertising Campaign
The Art of Window Dressing™ Brand Positioning Integrated Marketing Campaign
Hunter Douglas, Inc.

Best Trade Education
Hunter Douglas Webcasts
Hunter Douglas, Inc.

Best Trade Education
Honorable Mention
HD Meeting for Alliance Dealers
Hunter Douglas, Inc.



2011 WCMA Product Awards

About the WCMA Product Awards For the past 20 years, the WCMA Product Awards Program has bestowed over 500 awards. For more information about WCMA and its Product Awards Program, contact Ralph Vasami at 212.297.2125.

About the Window Covering Manufacturers Association Originally organized in the 1950s as the Venetian Blind Council, the Window Covering Manufacturers Association (WCMA) represents the interests of the window covering industry manufacturers, fabricators and assemblers. WCMA has three membership categories: Manufacturers, Fabricators and Associates. The organization's annual Product Innovation Awards recognize significant product advancements in the window covering industry and help to highlight the important services and products it provides. For more information, visit www.wcmanet.org.

###