



FOR IMMEDIATE RELEASE

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**WINDOW COVERING MANUFACTURERS ASSOCIATION ANNOUNCES
2008 PRODUCT INNOVATION AWARD WINNERS**

New York, NY (February 18, 2008)—The Window Covering Manufacturers Association (WCMA) proudly announced the winners of its 2008 Product Innovation Awards today. The annual awards are designed to highlight the industry's most innovative products of the year. An expert panel of five judges from the interior design community selected 32 winners from among the 86 entries received this year. A reception for the winners will be held on Wednesday, March 26, 2008 at The International Window Coverings Expo (IWCE) in Atlanta, GA. Photographs of all entries will be displayed March 27-29, 2008 during the IWCE and will be posted on the WCMA website, www.wcmanet.org. All winners are listed at end of page.

The top award -- the coveted "**Product of the Year**" designation -- was given to **Hunter Douglas** for their **Pirouette® window shadings**. This product's outstanding features include adjustable horizontal fabric vanes attached to a sheer backing. When adjusted, the textured fabric transforms from what appears to be cascading folds to contoured vanes, while filtering light and outside views.

The other 33 winning products were awarded within the following 10 categories: Cellular Shades; Drapery Hardware; 'Green' Products; Horizontal Blinds; Motorization; Roman, Roller and Pleated Shades; Shutters; Verticals / Panel Tracks; Wood / Faux Wood Blinds; and Merchandising. The judges also recognized entries for Best New Technical Innovation, Best New Style Concept and Most Innovative Overall Design.

"The judges rigorously reviewed many strong product entries for technical, style, and design innovations. On behalf of WCMA we congratulate each of the manufacturers who received one of these prestigious awards," said Ralph Vasami, executive director of WCMA. "We thank each of the engineering and design teams for raising the level of overall ingenuity and appreciate each company's support of the industry's premier awards competition."

This year's judges included Susan Hirsh, senior merchandiser, Benjamin Moore; Susan Huckvale Arann, interior design consultant, American and International Designs; Alan

Holland; senior buyer, JC Penney; Leonard Mozer, window fashions editor, *LDB Interior Textiles*; and Samantha Nestor, special projects editor, *Metropolitan Home Magazine*.

About the Product Innovation Awards

For the past eighteen years, the Product Innovation Awards Program has bestowed over 400 awards. For more information about WCMA and its Product Innovation Awards Program, contact Ralph Vasami at 212.297.2125.

About the Window Covering Manufacturers Association

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.

Note to Editor: Product information and images are available upon request. Please contact: 212.297.2122. List of entries attached.

WINDOW COVERING MANUFACTURERS ASSOCIATION 2008 PRODUCT INNOVATION AWARD WINNERS

PRODUCT OF THE YEAR

Hunter Douglas
Pirouette® window shadings

CELLULAR SHADES

Best New Style Concept

Hunter Douglas
Ariosa™ fabric for Duette® honeycomb shades

Best New Technical Innovation

Comfortex Window Fashions
Comfortex Symphony® Blackout Double Honeycomb Shades "The Insulator"

DRAPERY HARDWARE

Best New Style Concept

Helser Brothers

Jewels™ By Debra May Himes

Best New Technical Innovation

StayFold, Inc.

StayFold

GREEN PRODUCTS

Best New Style Concept

Hunter Douglas

Alustra® Duette® Architella™ Sheer Opalescence™

Best New Technical Innovation

Comfortex Window Fashions

Comfortex Envision™ Roller Shades featuring the Ecogreen™ Collection

Honorable Mention, Most Innovative Overall Design

Provinaire Window Fashions by Heritage

Provinaire™ E-Screen Fabrics

HORIZONTAL BLINDS

Best New Technical Innovation

Radiant Blinds, Inc.
Radiant Blinds

MOTORIZATION

Best New Technical Innovation

Somfy Systems, Inc.
Tilt Wirefree™ RTS System Remote Control

Honorable Mention, Best New Technical Innovation

ShutterEaze
ShutterEaze™

ROMAN, ROLLER AND PLEATED SHADES

Best New Style Concept

Levolor Kirsch Window Fashions
Kirsch Roman Shade with Decorative Drapery Hardware Headrail

Honorable Mention, Best New Style Concept

Hunter Douglas
Designer Roller Shades

Best New Technical Innovation

RollEase, Inc.
EasyRoll™ Automatic Roller Shade

Honorable Mention, Best New Technical Innovation

Levolor Kirsch Window Fashions
Levolor Roman Shade with Cordless Lift Systems and Top Down/Bottom Up

SHADINGS AND SHEERS

Best New Style Concept

Hunter Douglas
Pirouette® window shadings

Best New Technical Innovation

Hunter Douglas
Pirouette® window shadings

Most Innovative Overall Design

Hunter Douglas
Pirouette® window shadings

SHUTTERS

Best New Style Concept

Hunter Douglas

Enhancements to Heritage® hardwood shutters

Best New Technical Innovation

Norman® USA

PerfectTilt™ Solar Shutters

VERTICALS AND PANEL TRACKS

Best New Style Concept

Levolor Kirsch Window Fashions

Levolor Perceptions Custom Soft vertical finish/color coordination with Levolor Cellular shades

WOOD/FAUX WOOD BLINDS

Best New Style Concept

Hunter Douglas

Enhancements to Country Woods® and The EverWood® Collection blinds

MERCHANDISING

Best Consumer Advertising and Promotional Program

Hunter Douglas

Hunter Douglas *Summer Sale Event* and *Fall 3-in-1 Promotion*

Best Trade Advertising and Promotional Program

Hunter Douglas

Hunter Douglas 2007 Trade Advertising Inserts

Best Consumer Education Program

Hunter Douglas

Designing Windows

Honorable Mention, Best Consumer Education Program

Comfortex Window Fashions

Save Now, Recycle and Save Again Campaign: Woodwinds® Wood Alloy Blinds Recycling

Best Trade Education Program

Hunter Douglas

International Alliance Conference

Honorable Mention, Best Trade Education Program

Hunter Douglas

The Hunter Douglas Learning Center

Best Marketing Technology

Hunter Douglas

iImagine™ Design Center

Most Innovative Point of Sale Display Program

Hunter Douglas

Duette® Architella™ Collection Display Board

Best New Sampling Program

Hunter Douglas

Designer Roller Shades Sample Book

Honorable Mention, Best New Sampling Program

Springs Window Fashions

Graber® CrystalPleat® Cellular Shade Sampling Program

Honorable Mention, Best New Sampling Program

Levolor Kirsch Window Fashions

Levolor Custom Natural Shades Sample Book

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