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**FOR IMMEDIATE RELEASE**

**CALL FOR ENTRIES ANNOUNCED FOR THE 2010 WCMA PRODUCT AWARDS**

**New York, NY (February 9, 2010)** - The entry deadline for the **Window Covering Manufacturers Association's (WCMA) Product Awards** is Monday, March 26, 2010. WCMA's annual awards program honors manufacturers for their design creativity, technical advancement, and overall innovation in the products and services of the window covering industry during the past year.

The 2010 WCMA Product Awards will be presented at a reception to be held in conjunction with the VISION10 (International Window Coverings Expo) in Atlanta, Georgia on May 12-15, 2010. All entries will be displayed on the VISION10 exhibits floor, co-located this year with the Southern Building Show 2010, and will appear on the WCMA Web site with a link to its company's homepage.

Entries will be judged in the following product categories: cellular shades; drapery hardware; horizontal blinds; motorization; Roman, roller and pleated shades; shutters; specialty applications; verticals and panel tracks; wood blinds and faux wood blinds; miscellaneous products; and "green" products. An industry panel of judges will assess each product for its degree of innovation along with its aesthetic appeal, quality, practicality and marketability. One manufacturer's design will be selected by the panel as the 2010 *Product of the Year* which is awarded to one product for overall achievement.

The WCMA Product Awards Program is open to all manufacturers and suppliers of window covering products in the United States and Canada.

Over the past 19 years the WCMA Product Awards program has honored standout products developed by companies such as Comfortex Window Fashions; Eclipse Shutters; Helser Brothers, Inc.; Hunter Douglas; Levolor Kirsch Window Fashions; Orion Ornamental Hardware, Inc.; Paris Texas Hardware; Plastibec; RollEase, Inc.; Somfy Systems, Inc.; Springs Window Fashions; and Whispar Innovations.

For more information or to submit an entry contact Tim Bennett at 212.297.2108. Entry forms are available online at [www.wcmanet.org](http://www.wcmanet.org).

About WCMA: Organized in the 1950's 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: Manufacturer, Fabricator and Associate.

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