



For Immediate Release
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2012 WCMA PRODUCT AWARD WINNERS ANNOUNCED

New York, NY (April 10, 2012) – The 2012 WCMA Product Awards, the window coverings industry’s annual competition that calls out the year’s best products and merchandising programs, were announced today. Winning products were selected for their technical innovations and enhancements, style concepts and overall designs.

A panel of design community experts reviewed manufacturers’ submissions across an array of categories including cellular shades; drapery hardware; “green” products; motorization; Roman, roller, and pleated shades; shadings and sheers; shutters; specialty applications; vertical and panel tracks; and miscellaneous products. Breakout merchandising programs were also awarded prizes for their accomplishments.

Silhouette® window shadings with the LiteRise® lifting system from Hunter Douglas was selected by the judges as the 2012 WCMA Product of the Year. The winning entry impressed the judges by creating a clean, uncluttered look while maintaining light control.

“Each of the twenty competing companies deserves praise for their ingenuity and design. WCMA recognizes each of 2012’s engineering and design teams for their technical and style achievements.” said Ralph Vasami, executive director of WCMA. Entries singled out for the 2012 WCMA Product Awards include: Comfortex Window Fashions; Golden Champion Industries Ltd; Hartmann&Forbes; HomeRun Holdings Inc.; Hunter Douglas Inc.; Leader Blinds; Levolor Kirsch; Lutron Electronics; Maxxmar Window Fashions; Norman Window Fashions; Ona Drapery Hardware Co., Inc.; Orion Ornamental Iron, Inc; Pleat Pin Drapes; RollEase; Somfy Systems, Inc. and Springs Window Fashions.

All of the 2012 WCMA Product Awards winners will be honored during a reception held in conjunction with the Vision 12 (International Window Coverings Expo) at Chicago’s McCormick Place on April 25, 2012. Photographs of all the product and merchandising submissions will be prominently displayed during Vision 12, the premier window coverings industry trade show, to be held April 24-26, 2012. All entries are also featured on the WCMA Web site throughout the year, www.wcmamet.org. The list of all award winners is attached.

The 2012 judges were Susan Hirsh, North American Manager for decorative programs, Benjamin Moore & Co; Susan Huckvale Arann, Interior designer and President, American & International Designs, Inc.; Colette Scanlon Ortiz, Design Editor, *This Old House*; and Kimberly Scappaticci, Design Director, Wallauer's Design Center.

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

**WINDOW COVERING MANUFACTURERS ASSOCIATION
2012 WCMA PRODUCT AWARDS WINNERS**

PRODUCT AWARDS

Cellular shades

Best New Style Concept
Miro Diamond Cellular Shade
Golden Champion Industries Ltd

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

Best New Technical Innovation
Most Innovative Overall Concept
SmartFit system
Norman Window Fashions

Honorable Mention
Best New Technical Innovation
Serena Remote Controlled Shades
Lutron Electronics

Drapery hardware

Best New Technical Innovation
ONAVERSE Iron Cord Traverse Rod
Ona Drapery Hardware Co., Inc.

Best New Style Concept
Design Art Inlay Design Rod with Inlay Design Finial
Orion Ornamental Iron, Inc

Most Innovative Overall Concept
3D Drapery Hardware
Orion Ornamental Iron, Inc

Honorable Mention
Best New Technical Innovation
Pleat Pin
Pleat Pin Drapes

"Green" products - Energy efficiency

Best New Style Concept
Enhancements to Duette® Architella® honeycomb shade fabrics
Hunter Douglas Inc.

Best New Technical Innovation
TaHomA®
Somfy Systems, Inc.

Most Innovative Overall Concept
TaHomA®
Somfy Systems, Inc.

"Green" products - Health and environmental safety

Most Innovative Overall Concept
Silhouette® window shadings with the LiteRise® lifting system
Hunter Douglas Inc.

"Green" products – Sustainability

Honorable Mention
Best Use of Sustainable Materials
Duette® Architella® Batiste Bamboo opaque fabric
Hunter Douglas Inc.

Best Use of Recycled Materials
Cotton fabric for Pirouette® window shadings
Hunter Douglas Inc.

Best Use of Sustainable Materials
Sussex Shutters featuring NormanTeak™
Norman Window Fashions

Miscellaneous Products and Specialty Applications

Best New Technical Innovation
Silhouette® window shadings with the LiteRise® lifting system
Hunter Douglas Inc.

Most Innovative Overall Concept
Winjam
Norman Window Fashions

Honorable Mention
Best New Style Concept
One Way Draw System for Wood Poles
Orion Ornamental Iron, Inc

Honorable Mention
Best New Technical Innovation
Continuous Cord-Loop Tension Device
Springs Window Fashions

Motorization

Best New Technical Innovation
Qmotion Advanced Battery Powered Roller Shade
HomeRun Holdings Inc.

Honorable Mention
Best New Technical Innovation
Enhancements to Duette® and Applause® PowerRise® 2.0 with Platinum™ Technology
Hunter Douglas Inc.

Roman, roller and pleated shades

Best Enhancement
2012 Vignette® Modern Roman Shades Collection
Hunter Douglas Inc.

Best New Style Concept
Natural Rollershades
Hartmann&Forbes

Honorable Mention
Best New Technical Innovation
Centerpiece Roman Shades featuring AeroLite cordless system
Norman Window Fashions

Best New Technical Innovation
G400 Spring Assist
RollEase

Best New Roller Shade Hospitality Industry
Farmboy Fine Arts Collection for Hunter Douglas Hospitality
Hunter Douglas Inc.

Shadings and sheers

Best Enhancement
2012 Pirouette® window shadings Collection
Hunter Douglas Inc.

Honorable Mention
Best New Style Concept
Perfect SunSet
Maxxmar Window Fashions

Best New Style Concept
Opera Dual Shade
Maxxmar Window Fashions

Shutters

Best Enhancement
Enhancements to Palm Beach™ polysatin shutters
Hunter Douglas Inc.

Best Enhancement
Honorable Mention
WoodShield™ Advance Finish
Norman Window Fashions

Verticals and panel tracks

Best Style Concept
Levolor Vertical Blinds and Perceptions
Levolor Kirsch

Most Innovative Overall Concept
Provenance® Woven Wood Vertical Drapery
Hunter Douglas Inc.

Wood and faux wood blinds

Best Technical innovation
Cordless One Touch S-Shape Blind
Leader Blinds

Best New Style Concept
2012 EverWood® Collection of alternative wood blinds
Hunter Douglas Inc.

MERCHANDISING AWARDS

Best Consumer Advertising Campaign
New Hunter Douglas The Art of Window Dressing™ :30 TV Commercial
Hunter Douglas Inc.

Honorable Mention Best Consumer Education
iCM Auto Email System and Promotional Emails
Hunter Douglas Inc.

Best Consumer Education
New Hunter Douglas Facebook Page: facebook.com/HunterDouglas
Hunter Douglas Inc.

Honorable Mention Best Trade Education
Hunter Douglas Reference Guide Finder
Hunter Douglas Inc.

Best Trade Education
Premieres SM Spring 2012
Hunter Douglas Inc.

Best Trade Advertising Campaign
2011 Hunter Douglas Promotional Programs
Hunter Douglas Inc.

Honorable Mention Best New Marketing Technology
The Comfortex On Demand Sales Support Library
Comfortex Window Fashions

Honorable Mention Best New Marketing Technology
Levolor Smart Machine
Levolor Kirsch

Best Marketing Technology
"The Art of Window Dressing" iPad App
Hunter Douglas Inc.

Honorable Mention Best Sampling Program
2012 Pirouette® window shadings Sample Book
Hunter Douglas Inc.

Best Sampling Program
Designer Roller and Skyline® Gliding Window Panels 2011 Sample Book
Hunter Douglas Inc.

Honorable Mention Best Point of Sale Display
Designer Roller and Skyline® Gliding Window Panels Mini Point of Display Sign
Hunter Douglas Inc.

Best Point of Sale Display
Luminette® Privacy Sheers and Modern Draperies Hardware Sampling Kit
Hunter Douglas Inc.

Judges' Award

For excellence in enhancement, innovation and social media marketing of overall merchandising to the end-user and to the industry.

Hunter Douglas Inc.

2012 WCMA Product of the Year

Silhouette® window shadings with the LiteRise® lifting system

Hunter Douglas Inc.

About the WCMA Product Awards For the past 21 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.

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