



For Immediate Release
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2013 WCMA PRODUCT AWARD WINNERS ANNOUNCED

New York, NY (April 8, 2013) – The 2013 WCMA Product Awards, the window covering industry’s annual awards competition that calls out the best products and merchandising programs, were announced today. A panel of industry judges reviewed nominated products for their technical innovations, style concepts and overall designs.

Design community experts that served as 2013 judges were Susan Hirsh, North American Manager for decorative programs, Benjamin Moore & Co; Susan Huckvale Arann, Interior designer and President, American & International Designs, Inc.; and Kimberly Scappaticci, Design Director, Wallauer's Design Center.

The panel was tasked with reviewing submissions across an array of product categories including cellular shades; drapery hardware; “green” products; motorization; Roman, roller, and pleated shades; shadings and sheers; shutters; specialty applications; vertical and panel tracks; wood and faux wood blinds. The WCMA Product Awards also give consideration to manufacturer’s merchandising and promotional programs.

Platinum™ App for Hunter Douglas motorized window treatments was selected by the judges as the 2013 WCMA Product of the Year. The judges awarded the free App the top prize for providing precise control of all the window coverings in the home or in a room, providing end-users with customized control bars with a timer and scheduling features.

“Creativity, innovation and the value to consumers and end-users are the watchwords for our panel of judges – and year after year the industry’s engineering and design teams deliver.” said Ralph Vasami, executive director of WCMA. The 2013 WCMA Product Awards winners will be honored at a reception held during IWCE – Vision 13 (International Window Coverings Expo) at New Orleans' Ernest N. Morial Convention Center on April 20, 2013 at 5:30 pm.

The 2013 WCMA Product Awards singled out products from: Comfortex Window Fashions; Draper, Inc.; Helser Brothers, Inc.; Hunter Douglas; LEADER BLINDS; Lutron Electronics Co., Inc.; Newell Rubbermaid- Kirsch; Norman Window Fashions; Orion Ornamental Iron, Inc.; Phifer Incorporated; Somfy Systems, Inc.; Springs Window Fashions; Sunburst Shutters & Window Fashions; Texton, Inc.; The Flex Tracks, LLC; and Water's Edge Blinds & Window Treatments.

Displays of all nominated products and merchandising programs will be exhibited during IWCE – Vision 13, the premier window coverings industry trade show, to be held April 19-21, 2013. All entries are also featured on the WCMA Web site throughout the year, www.wcmagnet.org. The list of all award winners is attached.



2013 WCMA PRODUCT AWARDS

Cellular Shades

Best New Technical Innovation
EZ Level System
Comfortex Window Fashions

Best New Technical Innovation
Honorable Mention
Fire Resistant Honeycomb
Norman Window Fashions

Best Style Concept
2013 Duette® Honeycomb Shades Collection
Hunter Douglas

Best Style Concept
Honorable Mention
Alustra® Duette® honeycomb shades – New Fabrics
Hunter Douglas

Best Innovative Overall Concept
Solera™ Soft Shades
Hunter Douglas

Drapery Hardware

Best New Technical Innovation
Design Art Finial Adaptors
Orion Ornamental Iron, Inc.

Best New Technical Innovation
Honorable Mention
Milano Collection
Orion Ornamental Iron, Inc

Best New Style Concept
Jackie Von Tobel Collection
Helsler Brothers, Inc.

Best Style Concept
Honorable Mention
Kirsch Designer Metals
Newell Rubbermaid- Kirsch

Most Innovative Overall Concept
Flexible track for round curtain window
The Flex Tracks, LLC



Green Products — Energy Efficiency

Best Technical Innovation
PerfectTilt RF Solar
Norman Window Fashions

Best Style Concept
KoolBlack™ Technology
Hunter Douglas

Best Style Concept
Honorable Mention
SheerWeave® Performance + Style 2500
Phifer Incorporated

Most Innovative Overall Concept
Duette® Architella® Trielle™ Elan®
Hunter Douglas

Green Products — Health and Environmental Safety

Best New Technical Innovation
Applause® honeycomb shades with SimpleLift™
Hunter Douglas

Best New Technical Innovation
Honorable Mention
Manual FlexShade with Safety Clutch
Draper, Inc.

Most Innovative Overall Concept
Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with LiteRise®
Hunter Douglas

Green Products — Sustainability

Best New Technical Innovation
SheerWeave® 4000/4100/4400 with DOW ECOLIBRIUM™ Bio-Based Plasticizers
Phifer Incorporated

Best New Style Concept
Duette® Architella® Renewal™
Hunter Douglas



Specialty Applications and Miscellaneous Products

Best New Technical Innovation
Duette® honeycomb shades with SkyLift™
Hunter Douglas

Best Style Concept
Honorable Mention
2012 Alustra® Screen Shades
Hunter Douglas

Best Style Concept
Duette® honeycomb 1 ¼" and 1 ½" Pleat Sizes on Specialty Shapes
Hunter Douglas

Most Innovative Overall Concept
Textured Wood Cornices
Water's Edge Blinds & Window Treatments

Most Innovative Overall Concept
Honorable Mention
Fan Top Shutters
Sunburst Shutters & Window Fashions

Motorization

Best Technical Innovation
PerfectTilt RF
Norman Window Fashions

Best New Style Concept
DecoFlex WireFree™ RTS Custom Engraved Wall Switch
Somfy Systems, Inc.

Best Style Concept
Honorable Mention
Somfy Motorization with Curved Track and Rings
Orion Ornamental Iron, Inc

Most Innovative Overall Concept
Platinum™ App for Hunter Douglas motorized window treatments
Hunter Douglas



Roman, Roller, and Pleated Shades

Best New Technical Innovation

Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with PowerRise® 2.1

Platinum™ Technology

Hunter Douglas

Best New Technical Innovation

Honorable Mention

Design Studio™ Roman Shades with UltraGlide®

Hunter Douglas

Best New Style Concept

Highlights Fabric Valance

Comfortex Window Fashions

Best New Style Concept

Honorable Mention

Pleated Shades Collection

Hunter Douglas

Best New Style Concept

Honorable Mention

Solar Flair Energy Saving Textured Screens

Comfortex Window Fashions

Most Innovative Overall Concept

Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with PowerRise® 2.1

Platinum™ Technology

Hunter Douglas

Shadings and Sheers

Best Style Concept

2013 Nantucket™ Window Shadings Collection

Hunter Douglas

Shutters

Best New Technical Innovation

NormanTeak Shutters

Norman Window Fashions

Best New Style Concept

Mirage Shutters

Texton, Inc.

Most Innovative Overall Concept

Uplifting Shutters

Comfortex Window Fashions



Verticals and Panel Tracks

Best New Technical Innovation
Vertical Blind with Replaceable Carrier
LEADER BLINDS

Wood / Faux Wood Blinds

Best New Style Concept
Designer's Choice Horizontal Wood Blinds
Water's Edge Blinds & Window Treatments

Best New Style Concept
Honorable Mention
Parkland™ Wood Blinds
Hunter Douglas

Judges' Award

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

Uplifting Shutters
Comfortex Window Fashions

2013 WCMA Product of the Year

Platinum™ App for Hunter Douglas motorized window coverings
Hunter Douglas

2013 WCMA PRODUCT AWARDS

MERCHANDISING AWARDS

Best Marketing Technology
Countdown to Connection 1 & 2: iPad Promotions for Alliance Dealers
Hunter Douglas

Best Marketing Technology
Honorable Mention
Bali Mobile App
Springs Window Fashions

Best Point-of-Sale Display
The Hunter Douglas Home Show Display System
Hunter Douglas

Best Point-of-Sale Display
Honorable Mention
2013 Duette® Honeycomb Shades POS
Hunter Douglas



MERCHANDISING AWARDS CONTINUED

Best Sampling Program

All-inclusive Shutter Sample Bag

Norman Window Fashions

Best Sampling Program

Honorable Mention

Pleated Shades Sample Book

Hunter Douglas

Best Trade Advertising Campaign

2012 Consumer Promotions

Hunter Douglas

Best Trade Advertising Campaign

Honorable Mention

Windows To The World Travel Incentive Program for Dealers

Hunter Douglas

Best Consumer Advertising Campaign

Expanded Hunter Douglas Consumer Advertising

Hunter Douglas

Best Consumer Advertising Campaign

Honorable Mention

Lutron Serena shades - Consumer Ad Campaign

Lutron Electronics Co., Inc

Best Trade Education

Premieres(SM) 2013 Attract, Engage, Sell

Hunter Douglas

Best Trade Webinar

"The Trick of Treating Scary Windows" Webcast

Hunter Douglas

Best Consumer Education

Sally Morse Charity Events

Hunter Douglas

About the WCMA Product Awards For the past 22 years, the WCMA Product Awards Program has bestowed over 550 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 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.