



For Immediate Release

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2014 WCMA PRODUCT AWARD WINNERS ANNOUNCED

Window Covering Products Singled Out for Style, Design and Technical Innovation

New York, NY (July 1, 2014) – The 2014 WCMA Product Awards, recognizing the best of the window covering industry’s products and merchandising programs, were selected in New York City on June 19, 2014 when industry judges convened to review all new product and merchandising entries.

Standout products were recognized for their technical achievements and breakout designs across categories that include cellular shades; drapery hardware; “green” products; motorization; Roman, roller, and pleated shades; shadings and sheers; shutters; specialty applications; verticals and panel tracks and wood and faux wood blinds. The WCMA Product Awards panel of judges also considered the year’s top merchandising programs for acknowledgments.

The 2014 WCMA Product Awards recognized nominated products from: Comfortex Window Fashions; Hunter Douglas; Insolroll Window Shading Systems, Inc.; LEADER BLINDS; Maxxmar Window Fashions; Newell Rubbermaid – Levolor; Norman Window Fashions; Ona Drapery Hardware Co., Inc.; Orion Ornamental Iron, Inc.; QMotion Advanced Shading Systems; Safe-T-Shade, llc and Somfy Systems, Inc.

WCMA’s judges chose 2014 Heritage® Hardwood Shutters Collection from Hunter Douglas as the 2014 WCMA Product of the Year. The panel of judges deemed the 2014 Heritage collection as an energizer for the manufacturer’s existing line of shutters and for the shutters category in general – with refreshed colors and updated frame designs that complement window trim. The Handcrafted Series features on-trend techniques that are found in high-end wood floors, cabinetry and furniture.

Design community experts serving as the 2014 judges were Courtney Cachet, celebrity designer recognized from frequent appearances on The Today Show, HSN, Open House NY and VH1; Bruce Heyman, president of Fabricland and Metropolitan Window Fashions and past president of both the Window Coverings Association of America and the National Independent Textile Retail Organization; Susan Hirsh, décor consultant and industry expert who served as North American Manager for decorative programs, Benjamin Moore & Co and is National Chair of the International Furnishing and Design Foundation’s Educational Foundation; and Kimberly Scappaticci, design director, Wallauer's Design Center, a Westchester County, NY-based chain of home decorating stores.

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“The WCMA Product Awards judges seek out products with technical innovations and a design impact that will register with end-users”, said Ralph Vasami, executive director of WCMA. “Delivering technical improvements and new decorating and style choices to consumers requires that manufacturers’ engineering and design teams continuously raise the bar – and the 2014 nominations were no exception.”

The 2014 WCMA Product Awards winners will be announced later this summer at a reception during the industry’s annual meetings.

All entries are also featured on the WCMA Web site throughout the year, www.wcmanet.org. The list of all 2014 awards winners is attached.

2014 WCMA Product Awards **Product Awards Winners**

Cellular Shades

Best New Technical Enhancement
Motorized Honeycomb Shades
QMotion Advanced Shading Systems

Best New Technical Enhancement
Honorable Mention
Magnetized Cordless TDBU Shade
Norman Window Fashions

Best Style Concept
2014 Applause® Honeycomb Shades Collection
Hunter Douglas

Most Innovative
SmartFit™ for French Doors
Norman Window Fashions

- more -



Drapery Hardware

Best New Technical Innovation

GROMMAVERSE

Ona Drapery Hardware Co., Inc.

Best Style Concept

Bohemia Crystal on Wood

Orion Ornamental Iron, Inc.

Best Style Concept

Honorable Mention

Deco Lite Traversing

Orion Ornamental Iron, Inc.

Most Innovative Overall Concept

GROMMAVERSE

Ona Drapery Hardware Co., Inc.

“Green” Products: Energy Efficiency

Best New Style Concept

T Screen with KOOLBLACK™ Technology

Mermet USA

“Green” Products: Sustainability

Best Style Concept

Applause® Vintage™ Fabric

Hunter Douglas

Best Style Concept

Honorable Mention

2014 Modern Precious Metals® Collection

Hunter Douglas

“Green” Products: Health and Environmental Safety

Best New Technical Innovation

Venue™ with MicroShield™

Hunter Douglas

Best New Technical Innovation

Honorable Mention

Designer Roller Shades with the UltraGlide® lifting system

Hunter Douglas

Best Style Concept

Vignette® Traditional™ Modern Roman Shades with the LiteRise® cordless operating system

Hunter Douglas

Most Innovative Concept

Insolroll® UL Listed Motorized Shade Systems featuring EnviroScreen

Insolroll Window Shading Systems, Inc.



Horizontal Blinds

Best New Technical Innovation
CORDLESS DUAL ACTION ALUMINUM BLIND
LEADER BLINDS

Best New Technical Innovation
Honorable Mention
Single Cord Blind
Norman Window Fashions

Best New Style Concept
2014 Modern Precious Metals® Collection
Hunter Douglas

Most Innovative Overall
CORDLESS DUAL ACTION ALUMINUM BLIND
LEADER BLINDS

Motorization

Best Technical Innovation
Motorized Venetian Blinds
QMotion Advanced Shading Systems

Best Technical Innovation
Honorable Mention
Enhancements to the Platinum™ App for Hunter Douglas window treatments
Hunter Douglas

Best New Style Concept
Motorized Drapery Rods
QMotion Advanced Shading Systems

Best New Style Concept
Honorable Mention
Enhancements to the Platinum™ App for Hunter Douglas window treatments
Hunter Douglas

Most Innovative Overall
Motorized Drapery Rods
QMotion Advanced Shading Systems



Roman, Roller and Pleated Shades

Best New Technical Innovation

Ring Lock

Safe-T-Shade, llc

Best Style Concept

2014 Alustra® Woven Textures® Collection

Hunter Douglas

Most Innovative Concept

Vignette® Modern Roman Shades Enhancements

Hunter Douglas

Shadings and Sheers

Best New Technical Innovation

Shangri-La Cordless PowerTouch

Comfortex Window Fashions

Best New Technical Innovation

Honorable Mention

Silhouette® UltraGlide® 2 Click and Walk Away™ Operating System

Hunter Douglas

Best New Style Concept

New Fabrics for Alustra® Silhouette® and Silhouette® window shadings

Hunter Douglas

Most Innovative Overall

Opera Vertical Shadings

Maxxmar Window Fashions

Shutters

Best New Technical Innovation

Bi-fold 180 Shutters

Norman Window Fashions

Best New Style Concept

2014 Heritage® Hardwood Shutters Collection

Hunter Douglas

Most Innovative Concept

Bi-fold 180 Shutters

Norman Window Fashions

Most Innovative Concept

Honorable Mention

ShutterShade

Norman Window Fashions



Specialty Applications and Miscellaneous Products

Best New Technical Innovation
Miracle Fit Light Gap Solution
Maxxmar Window Fashions

Best Style Concept
Silhouette® A Deux™ Shadings
Hunter Douglas

Most Innovative Overall
Mandalay Operable Arches and Sunset Operable Arches
Maxxmar Window Fashions

Verticals / Panel Tracks

Best New Style Enhancement
2014 Roller Shades + Skyline® Panels Collection
Hunter Douglas

Wood Blinds / Faux Wood Blinds

Best New Technical Innovation
Parkland™ wood blinds with the UltraGlide® operating system
Hunter Douglas

Best New Technical Innovation
Honorable Mention
SmartSeal Finish
Norman Window Fashions

Best Style Concept
Levolor Real Wood & Faux Wood Custom Blinds
Newell Rubbermaid – Levolor

Judges' Award: Reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end users.
Operable Arches and Sunset Operable Arches
Maxxmar Window Fashions

2014 WCMA Product of the Year:

2014 Heritage® Hardwood Shutters Collection
Hunter Douglas
Hunter Douglas Custom Shutter Collection Product Development Team



2014 WCMA Product Awards
Merchandising Awards Winners

Best Marketing Technology

Redesigned www.hunterdouglas.com
Hunter Douglas

Best Marketing Technology

Honorable Mention

Website and iCM interactive PDF
Hunter Douglas

Best Sampling Program

2014 Heritage® Hardwood Shutters Sample Kit
Hunter Douglas

Best Sampling Program

Honorable Mention

PureSafe Hand Sample
Norman Window Fashions

Best Point-of-Sale Display

Platinum™ App Display Kit for Hunter Douglas motorized window treatments
Hunter Douglas

Best Point-of-Sale Display

Honorable Mention

Mini RTS Display
Somfy Systems, Inc.

Best Trade Advertising Campaign

2014 Windows To The World Incentive Travel Program for Dealers
Hunter Douglas

Best Trade Advertising Campaign

Honorable Mention

2013 Consumer Promotions
Hunter Douglas

Best Consumer Advertising Campaign

"Every Window Tells A Story" 30-Second TV Commercial
Hunter Douglas



Best Trade Education Program

PremieresSM 2014 Innovation By Design
Hunter Douglas

Best Trade Education Program

Honorable Mention

The Adventures of Small Business Marketing
Hunter Douglas

Best Consumer Education Program

Silhouette® Window Shadings Social Media Program
Hunter Douglas

About the WCMA Product Awards: For the past 24 years, the WCMA Product Awards Program has bestowed more than 600 awards to window covering industry products that raise the bar on style and design innovations. For more information about WCMA and the 2014 WCMA Product Awards program, contact Tim Bennett at 212.297.2108. View all nominated products online: www.wcmanet.org

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 highlights the services and products it provides. For more information, visit www.wcmanet.org.

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