



**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](http://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](http://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](http://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](http://www.wcmanet.org).

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