



*For Immediate Release*

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**2014 WCMA PRODUCT AWARD WINNERS TOASTED IN NEW YORK CITY'S TIMES SQUARE**

*Window Covering Products Celebrated for Style, Design and Technical Innovations*

**New York, NY (September 15, 2014)** – The 2014 WCMA Product Awards, recognizing the best of the window covering industry's products and merchandising programs, were announced on September 9, 2014 at an industry reception held in the Paramount Building overlooking Times Square in New York City.

Standout products were honored for their technical achievements and cutting edge designs across categories that include cellular shades; drapery hardware; environmental products; motorization; Roman, roller, and pleated shades; shadings and sheers; shutters; specialty applications; vertical and panel tracks and wood and faux wood blinds. The WCMA Product Awards panel of judges also awarded prizes for the year's top merchandising programs.

The 2014 WCMA Product Awards recognized products from: Comfortex Window Fashions; Hunter Douglas Inc.; 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 Executive Director, Ralph Vasami, announced the 2014 Heritage® Hardwood Shutters Collection from Hunter Douglas as the 2014 WCMA Product of the Year. All nominated products and merchandising programs are on view on the WCMA Web site: [www.wcmanet.org](http://www.wcmanet.org)

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; Susan Hirsh, décor consultant and industry expert, currently serving as National Chair of the International Furnishing and Design Association's Educational Foundation; and Kimberly Scappaticci, design director, Wallauer's Design Center, a Westchester County, NY-based chain of home decorating stores.

“During the product review the judges seek out window covering products with technical innovation or a design impact that will register with customers”, said Vasami, during the awards presentation. “Each of the engineering and design teams delivered on that challenge – in turn making the selection of the winners a challenge in itself.”

The 2014 WCMA Product Awards winners were selected during a hands-on day of product review by the judges. The formal announcement and reception for the award recipients is held in conjunction with the WCMA's annual meeting.

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All nominated products and marketing and merchandising programs will be featured on the WCMA Web site throughout the year, [wcmnet.org/2014-Product-Awards/](http://wcmnet.org/2014-Product-Awards/). 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 Inc.

Most Innovative  
SmartFit™ for French Doors  
Norman Window Fashions

#### **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.

#### **Environmental products: Energy efficiency**

Best New Style Concept  
T Screen with KOOLBLACK™ Technology  
Hunter Douglas Inc.



**Environmental products: Sustainability**

Best Style Concept  
Applause® Vintage™ Fabric  
Hunter Douglas Inc.

Best Style Concept  
Honorable Mention  
2014 Modern Precious Metals® Collection  
Hunter Douglas Inc.

**Environmental products: Health and environmental safety**

Best New Technical Innovation  
Venue™ with MicroShield™  
Hunter Douglas Inc.

Best New Technical Innovation  
Honorable Mention  
Designer Roller Shades with the UltraGlide® lifting system  
Hunter Douglas Inc.

Best Style Concept  
Vignette® Traditional™ Modern Roman Shades with the LiteRise® cordless operating system  
Hunter Douglas Inc.

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 Inc.

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 Inc.

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 Inc.

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 Inc.

Most Innovative Concept  
Vignette® Modern Roman Shades Enhancements  
Hunter Douglas Inc.



### **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 Inc.

Best New Style Concept  
New Fabrics for Alustra® Silhouette® and Silhouette® window shadings  
Hunter Douglas Inc.

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 Inc.

Most Innovative Concept  
Bi-fold 180 Shutters  
Norman Window Fashions

Most Innovative Concept  
Honorable Mention  
ShutterShade  
Norman Window Fashions

### **Specialty Applications/ Miscellaneous**

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

Best Style Concept  
Silhouette® A Deux™ Shadings  
Hunter Douglas Inc.

Most Innovative Overall  
Mandalay Operable Arches and Sunset Operable Arches



Maxxmar Window Fashions

**Verticals and Panel Tracks**

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

**Wood blinds and faux wood blinds**

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

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 Inc.  
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 Inc.

**Best Marketing Technology**

**Honorable Mention**

Website and iCM interactive PDF  
Hunter Douglas Inc.

**Best Sampling Program**

2014 Heritage® Hardwood Shutters Sample Kit  
Hunter Douglas Inc.



**2014 WCMA Product Awards**  
**Merchandising Awards Winners**

**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 Inc.

**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 Inc.

**Best Trade Advertising Campaign**

**Honorable Mention**

2013 Consumer Promotions  
Hunter Douglas Inc.

**Best Consumer Advertising Campaign**

“Every Window Tells A Story” 30-Second TV Commercial  
Hunter Douglas Inc.

**Best Trade Education Program**

PremieresSM 2014 Innovation By Design  
Hunter Douglas Inc.

**Best Trade Education Program**

**Honorable Mention**

The Adventures of Small Business Marketing  
Hunter Douglas Inc.

**Best Consumer Education Program**

Silhouette® Window Shadings Social Media Program  
Hunter Douglas Inc.