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**FOR IMMEDIATE RELEASE**

**WCMA ANNOUNCES CALL FOR ENTRIES FOR ITS 21<sup>ST</sup> ANNUAL  
WINDOW COVERING PRODUCT AWARDS COMPETITION**

**New York, NY (January 31, 2012) - The Window Covering Manufacturers Association (WCMA) announced its call for entries for the 2012 WCMA Product Awards competition. The WCMA Product Awards program begins its third decade of celebrating manufacturers for their design ingenuity, attention-grabbing styles, and technical advancements of window covering products and services.**

Product submissions are judged in the following product categories: cellular shades; drapery hardware; horizontal blinds; motorization; Roman, roller and pleated shades; shutters; specialty applications and miscellaneous products; verticals and panel tracks; wood blinds and faux wood blinds. Window covering products providing enhanced benefit to the environment and to end-users, are entered under the "green" category umbrella, will also so be honored.

Product innovation, aesthetic appeal, creativity, quality, practicality and marketability are measured by a panel of industry experts. Companies' merchandising efforts may also be submitted with awards given for outstanding execution of manufacturers' merchandising programs.

All manufacturers vie for the 2012 *Product of the Year*, a coveted award reserved for one product's overall achievement. Manufacturers and suppliers of window covering products in the United States and Canada are encouraged to submit their products for consideration for the 2012 WCMA Product Awards.

The 2012 WCMA Product Awards reception and presentation will be held during VISION12 (International Window Coverings Expo) with Chicago, IL providing the backdrop. VISION12, co-located with KBIS (The Kitchen and Bath Industry Show), is the 'must-attend' international window fashion industry expo scheduled for April 24-26, 2012 at McCormick Place.

All product submissions are displayed to the show attendees via photo exhibits installed on-site at the VISION12 trade show and posted on the WCMA Web site throughout the year.

Online application for entry and additional information, including product sample shipping instructions, are available at the WCMA Web site: [www.wcmanet.org](http://www.wcmanet.org). Deadline for nominating products for the 2012 WCMA Product Awards is March 18, 2012.

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For 21 consecutive years the WCMA Product Awards has honored products developed by companies such as Comfortex Window Fashions, Homerun Holdings Corporation, Hunter Douglas, Inc., Lutron Electronics Co., Masterpiece Shutters, MechoSystems Inc., Norman Window Fashions, RollEase, Inc., Somfy Systems, Inc. and Springs Window Fashions.

For further information contact Tim Bennett at 212.297.2108. Application for entry is available online at <http://www.wcmanet.org>.

About WCMA: The Window Covering Manufacturers Association (WCMA), originally organized in the 1950's as the Venetian Blind Council, represents the interests of the window covering industry manufacturers, fabricators and assemblers. WCMA has three membership categories: Manufacturer, Fabricator and Associate.

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