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WCMA Presents 2009 Product Awards at VISION 09 – International Window Coverings Expo in Atlanta

New York, NY (May 28, 2009) – The prestigious Product Innovation Awards, given to select window covering manufacturers for innovative technology, style and design, were presented at VISION 09 - the International Window Coverings Expo (IWCE) by the **Window Covering Manufacturers Association** (WCMA) in Atlanta, GA, on May 14.

Grace McNamara, CEO of Grace McNamara, Inc., hosted a champagne reception and awards ceremony that capped off the second day of the annual expo and its numerous industry meetings and events.

Submissions for prizes for Best New Technical Innovation, Best New Style Concept and Most Innovative Overall Design were entered in 10 product categories: Cellular Shades; Drapery Hardware; 'Green' Products; Horizontal Blinds; Motorization; Roman, Roller and Pleated Shades; Shutters; Specialty Applications; Verticals / Panel Tracks; Wood / Faux Wood Blinds. As always, outstanding marketing programs and merchandising collateral are also selected for awards. Photographs and descriptions of each 2009 submission are posted on the WCMA website, www.wcmanet.org. Full list of winners is below.

The top award — the coveted "**Product of the Year**" was awarded to Somfy Systems, Inc. for its **Sunis Indoor WireFree™ RTS** light sensor. Susan Hirsh, North American Manager of Decorative Programs, Benjamin Moore & Co., and one of the judges of this year's competition, was on hand to congratulate the Somfy Design team. The **Sunis Indoor WireFree™ RTS** was singled out for each of the Motorization awards categories: Best New Technical Innovation, Best New Style Concept and Most Innovative Overall Design

"WCMA applauds each of the participating companies' engineering and design teams for their many contributions to the window covering industry. As always an array of inventions and innovations were entered for consideration in the WCMA 2009 awards program," said Ralph Vasami, executive director of WCMA. "WCMA encourages everyone to visit the WCMA Web site to view the outstanding products that manufacturers brought to the 2009 competition."

About the Product Innovation Awards

For the past nineteen years, the Product Innovation Awards Program has bestowed over 450 awards. For more information about WCMA and its Product Innovation 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 Innovation 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.

Note to Editors: Product information and images are available upon request.
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WINDOW COVERING MANUFACTURERS ASSOCIATION
2009 PRODUCT INNOVATION AWARD WINNERS

2009 PRODUCT OF THE YEAR

Somfy Systems, Inc.
Sunis Indoor WireFree™ RTS

PRODUCT AWARDS

CELLULAR SHADES

Best New Style Concept
Hunter Douglas
2009 Duette® Honeycomb Shades Collection

DRAPERY HARDWARE

Best New Technical Innovation
Paris Texas Hardware
EasyPull™ Traverse System

Best New Style Concept
Orion Ornamental Iron, Inc.
Designers' Choice Iron Traversing Rods

Honorable Mention, Best New Style Concept
Levolor Kirsch Window Fashions
Kirsch Buckingham® Collection

Most Innovative Overall Design
Helser Brothers, Inc.
Evita

Honorable Mention, Most Innovative Overall Design

Whispur Innovations

V-Sconce™

GREEN PRODUCTS - ENERGY EFFICIENCY

Best Energy Efficiency

Hunter Douglas

Enhancements to Duette® Architella® honeycomb shades

Honorable Mention, Best Energy Efficiency

Comfortex Window Fashions

ComforTrack™ Plus Energy Saving Sidetrack System

GREEN PRODUCTS - HEALTH & ENVIRONMENTAL SAFETY

Best New Technical Innovation

Hunter Douglas

Vignette® Modern Roman Shades with LiteRise® Lifting System

HORIZONTAL BLINDS

Best New Technical Innovation

Comfortex Window Fashions

Odysee™ Insulating Fabric Blinds Personal Color System

Best New Style Concept

Springs Window Fashions LLC

Bali® Diffusion™ 2" Glass Essence Blinds

MOTORIZATION

Best New Technical Innovation

Somfy Systems, Inc.

Sunis Indoor WireFree™ RTS

Honorable Mention, Best Enhancement to Existing Technology

Hunter Douglas

Platinum™ Technology Wireless Wall Switch from Hunter Douglas

Best New Style Concept

Somfy Systems, Inc.

Sunis Indoor WireFree™ RTS

Most Innovative Overall Design

Somfy Systems, Inc.

Sunis Indoor WireFree™ RTS

ROMAN, ROLLER AND PLEATED SHADES

Best New Technical Innovation

RollEase, Inc.

Link System-Infinite adjustment

Best Environmental Product

Hunter Douglas Contract

GlacierScreen™ Solar Shading Fabrics

Best Overall Design

Hunter Douglas

2009 Vignette® Modern Roman Shades Collection

SHADINGS & SHEERS

Honorable Mention, Best Enhancement of Existing Product

Hunter Douglas

Luminette® PowerGlide® 2.0 with Platinum™ Technology

SHUTTERS

Best New Technical Innovation

Eclipse™ Shutters

The Eclipse Arch

SPECIALTY APPLICATIONS

Best New Technical Innovation

Hunter Douglas

Silhouette® Template-Free Specialty Shapes

Best New Style Concept

Hunter Douglas

Vignette® Specialty Shapes

Honorable Mention, Best New Technical Innovation

Hunter Douglas

Enhancements to Duette® Architella® honeycomb shades

VERTICAL / PANEL TRACKS

Best New Technical Innovation

Plastibec

Eco-Choice™ Louvers

Best New Style Concept

Plastibec

Sunscreen Louvers

Honorable Mention, Best Enhancement of Existing Product

Hunter Douglas

Skyline™ Gliding Window Panels with PowerGlide® 2.0

Motorization and New Fabric Valance

WOOD / FAUX WOOD BLINDS

Best Enhanced Style Concept

Levolor Kirsch Window Fashions

Levolor Custom Real Wood, NuWood™ and Visions™ Faux Wood Coordination

JUDGES' AWARD:

Awarded to a submission exhibiting measurable benefit or standout aesthetic appeal to end users.

Comfortex Window Fashions

Odysee™ Insulating Fabric Blinds Personal Color System

MERCHANDISING AWARDS

Best Multi-Platform Advertising Campaign

Hunter Douglas

Hunter Douglas “Transformation”:30-second TV Commercial

Duette® Architella® Co-op Ad Slicks

Silhouette® Dealer Co-op Ads

Best Consumer Education

Comfortex Window Fashions

EcoGreen™ Rating System

Best Digital Marketing Campaign

Hunter Douglas

www.hunterdouglas.com

The Hunter Douglas Learning Center

My Brand Builder™

Internet Customer Management (iCM) Program Enhancements

Hunter Douglas E-mail Marketing

Best Point of Sale Display

Hunter Douglas

Applause® Sunterra® Fabric Brochure/ P-O-P Display

Honorable Mention, Best Point of Sale Display

Hunter Douglas

Hunter Douglas Custom Shutter Collection Poster Series

Best New Sample Book

Comfortex Window Fashions

Odysee™ Insulating Fabric Blinds Limited Edition Sampling Program

Best Existing Sample Book Enhancement

Hunter Douglas

Skyline™ PowerGlide® 2.0 Launch Kit

Honorable Mention, Best New Sample Book

Hunter Douglas

2009 Duette® Sample Book Kit

Best Trade Advertising and Promotional Program

Hunter Douglas

Hunter Douglas Promotional Programs

Best Trade Education (Tie)

Hunter Douglas

Alliance Key Training

Best Trade Education (Tie)

Hunter Douglas

Hunter Douglas Bracket and Headrail Mounting Booklet

Honorable Mention, Best Trade Education

Hunter Douglas

“Profits by Design” Training Program

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View all 2009 submissions: http://www.wcmanet.org/2009_PIA/index.html