



PRODUCT AWARDS

For Immediate Release

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WINDOW COVERING INDUSTRY'S PRODUCT AWARDS WINNERS ANNOUNCED

Window Covering Industry's Engineering and Design Teams Celebrated in Tampa, FL

New York, NY (APRIL 9, 2018) – The 2017 WCMA Product Awards, recognizing the best of the window covering industry's products and merchandising programs, were formally announced at a reception held at the Tampa Convention Center in Tampa, Florida on March 26, 2018.

WCMA's annual awards program drew over 60 entries, showcasing the window covering industry's product innovations, fresh designs, and the wide array of merchandising programs and creative promotions launched in 2017. Companies with award-winning entries include Comfortex Window Fashions; Coulisse Inc.; Hunter Douglas; Lutron Electronics., Inc.; Maxxmar Window Fashions; Norman Window Fashions; Orion Ornamental Iron, Inc. and Rollease Acmeda.

Winners were selected in nine product categories including cellular and pleated shades; drapery hardware; horizontal blinds; motorization and automation; Roman and roller shades; shadings and sheers; shutters; and specialty applications and miscellaneous products. Window covering products that increase energy efficiency or conservation of resources, reduce possible impact on health and the environment, or employ sustainable practices in their manufacture are acknowledged in WCMA's "green" products category.

Marketing and merchandising categories highlight manufacturers' creativity in education, awareness and promotion of their products and services. Winners were announced in marketing and merchandising categories including consumer advertising campaign, marketing technology, point-of-sale display including sampling, trade education program, and training program.

Sonnette™ Cellular Roller Shades from Hunter Douglas was selected the 2017 WCMA Product of the Year. Sonnette Cellular Roller Shades is a streamlined roller shade offering energy efficiency as delivered by a cellular product. With the ability to diffuse light and add dimension, Hunter Douglas offers the Sonnette fabric in a range of colors and three cordless operating systems options.



“WCMA appreciates each of the nominating companies and the contributions made by their design, engineering and marketing teams”, said Ralph Vasami, executive director of WCMA. “The WCMA Product Awards reception celebrates all of their innovations. Their vision and their hard work keep the window covering industry in forward motion, delivering new and continuously improved products to consumers and end users.”

The 2017 WCMA Product Awards judges included design community experts Susan Arann, Susan Hirsh and Kimberly Scappaticci. Arann is an interior design director and principal of American & International Designs Inc., an award winning, multi-disciplined interior design firm based in New York City. Arann is a past president of the American Society of Interior Design’s (ASID) New York Metro chapter. Hirsh is a décor consultant and industry expert who formerly served as North American Manager for decorative programs at Benjamin Moore & Co, as president of the International Furnishing and Design Foundation (IFDA) and as the national chair of IFDA’s Educational Foundation. Scappaticci is design director at Wallauer’s Design Center, a Westchester County, New York-based chain of home decorating stores.

Norman Window Fashions’s Vertical PerfectSheer™ was selected for the Judges’ Award. At the discretion of the judges, special mention may be made to a submission that exhibits measurable benefits and standout aesthetic appeal to end users. Vertical PerfectSheer features fabric vanes suspended between two layers of sheer and received notice for its versatility and its modern style.

The 2017 WCMA Product Awards winners were announced at a reception prior to the kickoff of the International Window Coverings Expo (IWCE) held on March 27-28, 2018 at the Tampa Convention Center in Tampa, Florida. IWCE, the U.S. trade show dedicated to the window coverings industry, is presented by *Window Fashion VISION*, the window covering industry’s leading trade publication.

Nominated products and merchandising and marketing programs were on display throughout the IWCE registration area and exhibits floor and will be featured on the WCMA web site throughout the year, www.wcmanet.org. The list of the 2017 winners is attached.

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WCMA Product Awards 2017 Winners

WCMA 2017 Product of the Year

Sonnette™ Cellular Roller Shades
Hunter Douglas

Judges' Award

Vertical PerfectSheer™

Norman Window Fashions

Reserved for a submission selected by the judges that exhibits measurable benefit or standout aesthetic appeal to end users

Product Category Winners

Cellular & Pleated Shades

Sonnette™ Cellular Roller Shades
Best New Style Concept
Hunter Douglas

Duette Magnetic Hold-Down brackets
Best Technical Innovation
Hunter Douglas

Drapery Hardware

Design Art Crystal on Iron Rods
Best Style Concept
Orion Ornamental Iron, Inc.

Iron Facia for Motorized and Manual Traversing Tracks
Best Technical Innovation
Orion Ornamental Iron, Inc.

Green Products - Sustainability

Coulisse's Eco Essence
Best Technical Innovation
Coulisse Inc.

Coulisse's Eco Essence
Best Style Concept
Coulisse Inc.

WCMA Product Awards 2017 Winners (cont'd)

Horizontal Blinds (all finishes)

Cordless Faux Wood Blinds with SmartRelease & SmartPrivacy
Best Style Concept
Norman Window Fashions

OSMO Finish on Normandy® Wood Blinds
Best Technical Innovation
Norman Window Fashions

Motorization & Automation

Lutron Palladiom Shading System
Best Style Concept
Lutron Electronics, Inc.

SS38 motorized roman shade
Best Technical Innovation
Rollease Acmeda

Roman & Roller Shades

Designer Banded Shades with SoftTouch™ Motorization
Best Technical Innovation
Hunter Douglas

Vertical PerfectSheer™
Best Style Concept
Norman Window Fashions

Shutters

Norman® Ultra Shutters
Best New Style Concept
Norman Window Fashions

Specialty & Miscellaneous Products

DecoraSafe™
Best Technical Innovation
Maxxmar Window Fashions

WCMA Product Awards 2017 Winners (cont'd)

Marketing & Merchandising Award Winners

Best Consumer Advertising Campaign

PowerView® motorized window treatments
Hunter Douglas

Best Marketing Technology

Hunter Douglas Digital Reference Guide
Hunter Douglas

Best Point of Sale Display

Hunter Douglas Savings Event point of sale displays
Hunter Douglas

Best Sampling Program

The Color Lux Designer Cellular and Roller Collection
Comfortex Window Fashions

Best Training Program

Hunter Douglas's That PowerView® Guy Show training
Hunter Douglas

About the WCMA Product Awards: For the past 27 years, the WCMA Product Awards Program has bestowed more than 700 awards to window covering industry products that raise the bar on style and design innovations. For more information about WCMA and the WCMA Product Awards program, contact WCMA 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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