

For Immediate Release

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WINDOW COVERING INDUSTRY'S PRODUCT AWARDS WINNERS SELECTED

Annual Awards Program Honors Window Covering Industry's Engineering and Design Teams

New York, NY (February 19, 2019) – The 2018 Window Covering Manufacturers Association (WCMA) Product Awards, recognizing the best of the window covering industry's products and merchandising programs, were selected in New York City on February 15, 2019 by design industry experts.

WCMA's awards program drew over 50 entries, showcasing the window coverings industry's product innovations, fresh designs, and the wide array of merchandising programs and creative promotions launched in 2018. Companies with award-winning entries include Alta Window Fashions; Coullisse; The Finial Company; Hartmann&Forbes; HunterDouglas; Norman Window Fashions; Orion Ornamental Iron, Inc.; QMotion; Rollease Acmeda; Somfy; and Texton.

Manufacturers received a call for product nominations in nine categories including cellular and pleated shades; drapery hardware; "green" products, horizontal blinds; motorization and automation; Roman and roller shades; shadings and sheers; shutters; vertical and panel tracks; and specialty applications and miscellaneous products. WCMA's "green" category acknowledges 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.

Manufacturers' marketing and merchandising programs are also acknowledged for creativity and achieving projected results. WCMA called for entries in six marketing and merchandising categories including consumer advertising campaign, marketing technology, point-of-sale display including sampling, trade education program, and training program.

The judges selected Hartmann&Forbes' Rollerfold™ as the 2018 WCMA Product of the Year. Rollerfold combines the aesthetics of a Roman fold shade with the performance of a Roller Style shade. Best for Kids Certified, Rollerfold eliminates the shade-body operational cords and can be easily automated.

"The WCMA Product Awards judges acknowledged Hartmann&Forbes team for Rollerfold's innovative style concept. WCMA's awards program honors the ongoing innovation of the window covering industry," said Ralph Vasami, executive director of WCMA. "I encourage all industry manufacturers to view the nominated products and marketing programs on the IWCE exhibit floor, and after the IWCE tradeshow closes, on the WCMA website."

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WCMA PRODUCT AWARDS 2018



WCMA PRODUCT AWARDS WINNERS SELECTED (cont'd)

The 2018 judges included design community experts Susan Arann, Susan Hirsh and Laura Nally. 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. Susan Arann is a past president of the American Society of Interior Design's (ASID) New York Metro chapter. Susan 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. Laura Nally is design manager at Wallauer Paint & Design, a Westchester County, New York-based chain of 17 home decorating stores.

Rollease Acmeda's Hook tube was selected for the Judges' Award, presented to a window covering product that exhibits measurable benefits and standout aesthetic appeal to end users. The Rollease Acmeda product enables easy and fast changing of the fabric on a roller shade without "uninstalling" the tube of the shade. Rollease Acmeda's Hook tube was recognized as a standout product for its technical innovation in the specialty applications category.

The full list of 2018 WCMA Product Awards winners will be announced during the International Window Coverings Expo (IWCE) on March 8-10, 2019 at the Gaylord Opryland Resort and Convention Center in Nashville, TN. 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.

All submissions will be featured on the WCMA web site throughout the year, www.wcmanet.org. The full list of the WCMA 2018 Product Awards winners is attached.

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WCMA PRODUCT AWARDS 2018



WCMA Product Awards 2018 Winners

WCMA 2018 Product of the Year

Rollerfold™

Hartmann&Forbes

Judges' Award

Hook tube

Rollease Acmeda

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

Duette® TrackGlide™ with LiteRise®

Best New Technical Innovation

HunterDouglas

Drapery Hardware

French Double Rod with Returns - Bay Window

Best New Technical Innovation

Orion Ornamental Iron, Inc.

The Finial Company™ Modern Metal Collection

Best New Style Concept

The Finial Company

Green Products - Sustainability

Eco Essence

Best Technical Innovation

Coulisse

Eco Essence

Best New Style Concept

Coulisse

Horizontal Blinds (all finishes)

SmartPrivacy Cordless Normandy Wood Blinds

Best New Style Concept

Norman Window Fashions

WCMA PRODUCT AWARDS 2018



WCMA Product Awards 2018 Winners (cont'd)

Motorization & Automation

QMotion Qbasic+ Shading System
Best Technical Innovation
QMotion

Sonesse® ULTRA 30 WireFree RTS Li-ion
Best Technical Innovation
Honorable Mention
Somfy

Roman & Roller Shades

Rollerfold™
Best New Style Concept
Hartmann&Forbes

Twin Pull
Best New Technical Innovation
Coulisse

Shutters

Norman Ultra Shutters featuring Norman Ultra Hinge
Best New Technical Innovation
Norman Window Fashions

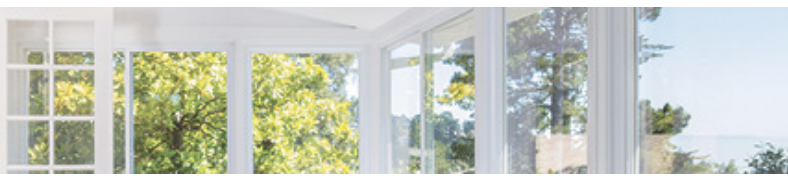
Palm Beach™ Polysatin™ Shutters with PowerView® Motorization
Best New Style Concept
HunterDouglas

Specialty & Miscellaneous Products

Hook tube
Best New Technical Innovation
Rollease Acmeda

OPTEX Solar Screens
Best New Style Concept
Texton

WCMA PRODUCT AWARDS 2018



WCMA Product Awards 2018 Winners (cont'd)

Marketing & Merchandising Award Winners

Best Consumer Advertising Campaign

Dealer Social Media Program
Best Consumer Advertising Campaign
HunterDouglas

Marketing Technology

The Hunter Douglas Mobile Selling App (MSA)
Best Marketing Technology
HunterDouglas

Point of Sale Display (includes sampling)

SmartPrivacy Blinds Sample Bag
Best Point of Sale Display
Norman Window Fashions

The Finial Company™ Modern Metal Table Top Display
Best Point of Sale Display
Honorable Mention
The Finial Company

Trade Advertising Campaign

Alta Window Fashions Trade Ad Campaign
Best Trade Advertising Campaign
Alta Window Fashions

Training Program

Shutter Workshop
Best Training Program
HunterDouglas

About the WCMA Product Awards: For the past 28 years, the WCMA Product Awards Program has bestowed more almost 700 awards to window covering industry products that raise the bar on style and design innovations. For more information about the WCMA Product Awards, 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.