



For Immediate Release

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AWARD-WINNING WINDOW COVERING PRODUCTS ANNOUNCED

Industry's Engineering and Design Teams Celebrated

New York, NY (June 3, 2020) – The Window Covering Manufacturers Association (WCMA) announced the winners of the 29th Annual Product Awards which recognize the best of the window covering industry's new products, educational and merchandising programs that were launched in 2019.

Winners were selected in ten categories including cellular and pleated shades; drapery hardware; "green" products; horizontal blinds; motorization and automation; Roman and roller shades; shadings and sheers; shutters; specialty applications and miscellaneous products and vertical/panel track products.

WCMA's "green" category acknowledges window-covering products that increase energy efficiency or conservation of resources, or employ sustainable practices in their manufacture.

Manufacturers' marketing and merchandising programs were acknowledged for creativity and achieving projected results. This group of innovators includes consumer advertising campaigns, marketing technology, point-of-sale display, trade education, trade advertising program, and training programs.

In addition to the products and programs selected by the judges, this year WCMA honors all the submissions that advanced the industry's ongoing commitment to child safety. Thirty-one (31) products were submitted that incorporated either cordless or inaccessible cord operating systems, the most in one year in the history of the industry. These manufacturers will receive a certificate from WCMA acknowledging their efforts. We congratulate the following companies for their innovations and encourage them to keep investing in this important area; **Alta, Bloc Blinds, Coulisse, B.V., Calendar Enterprises Co., LTD, Comfortex Window Fashions, Hunter Douglas, Insolroll Window Shading Systems, Levolor, Maxxmar, Norman, Orion Ornamental Iron Inc., Rollease Acmeda, and Somfy.**

Norman Window Fashions' Day & Night SmartFit™ was selected as the 2019 WCMA Product of the Year. Norman's innovation promises enhanced safety, less light leakage, and innovative day-night split control. When closed it has an ultra-slim footprint; when opened, Day & Night SmartFit offers multiple light control and style options.

"The Day & Night SmartFit submission was selected by the judges for its design and style. WCMA congratulates the research and design team at Norman Window Fashions and all of the industry's engineers and designers on their hard work and their vision", said Ralph Vasami, executive director of WCMA. "You can view all of the 2019 innovations on the WCMA website: www.wcmanet.com."

WCMA PRODUCT AWARDS JUDGES

This year's judges included design community experts Susan Arann, Bruce Heyman, Susan Hirsh and Laura Nally.

Susan 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 is a past president of the American Society of Interior Design's (ASID) New York Metro chapter.

Bruce Heyman leads the award-winning Metropolitan Window Fashions, a large independent retailer of custom, readymade & do-it-yourself window fashions serving the New York-metropolitan area.

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.

The judges also recognized SmartDrape® from Norman Window Fashions with the Judges' Award, presented to a window covering product that exhibits measurable benefits and standout aesthetic appeal to end users. Submitted in WMCA's Shading & Sheers categories, the SmartDrape vanes are adjustable from sheer to light filtering to provide privacy, and can be removed or replaced individually.

All submissions will be featured on the WCMA website throughout the year: www.wcmanet.com.
The full list of the WCMA 2019 Product Awards winners are below.

WCMA PRODUCT AWARDS 2019 WINNERS

WCMA 2019 Product of the Year

Day & Night SmartFit™
Norman Window Fashions

Judges' Award

SmartDrape®
Norman Window Fashions

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

Product Category Winners

Cellular & Pleated Shades

Day & Night SmartFit™
Best New Technical Innovation
Norman Window Fashions

The Duette® Architella® Alexa Metallic™ Fabric Collection
Best New Style Concept
Hunter Douglas

Drapery Hardware

Modern Barn Rail Track
Orion Ornamental Iron, Inc.
Best New Technical Innovation

New Italian Contemporary Finishes
Orion Ornamental Iron, Inc.
Best New Style Concept

Green Products – Energy Efficiency

PerfectTilt™ G4- Green Solution
Best Technical Innovation
Norman Window Fashions

Green Products – Health & Environment

Normandy® Wood Blinds
Best Technical Innovation
Norman Window Fashions

Horizontal Blinds (all finishes)

Normandy® Wood Blinds
Best New Style Concept
Norman Window Fashions

WCMA Product Awards 2020 Winners (cont'd)

Motorization & Automation

Somfy's Set & Go app
Best Technical Innovation
Somfy

Automate Push 5 Tactile Remote
Best New Style Concept
Rollease Acmeda

Roman & Roller Shades

Color
Best New Technical Innovation
Texton

SheerWeave 5000 Fabrics
Best New Style Concept
Phifer Incorporated

Shadings & Sheers

SmartDrape®
Best New Technical Innovation
Norman Window Fashions

SmartDrape®
Best New Style Concept
Norman Window Fashions

Shutters

PerfectTilt™ G4
Best New Technical Innovation
Norman Window Fashions

Specialty & Miscellaneous Products

Oasis® Blackout Exterior Window Shades
Best New Technical Innovation
Insolroll Window Shading Systems

Zipscreen Ultra-Lock
Best New Style Concept
Rollease Acmeda

Vertical/ Panel Tracks (All Finishes)

Adjustable Panel Track (Shangri-la)
Best New Style Concept
Calendar Enterprises Co., Ltd.

Marketing & Merchandising Award Winners

Consumer Advertising Campaign

2019 LEVOLOR at Lowe's Integrated Marketing Campaign
Best Consumer Advertising Campaign
LEVOLOR

Consumer Education

The Duette® Fabric Wall
Best Consumer Education Campaign
Hunter Douglas

Marketing Technology

The Link
Best Marketing Technology
HunterDouglas

Point of Sale Display (includes sampling)

Design Studio- Sampling
Best Point of Sale Display
Hunter Douglas

Trade Education Campaign

The Duette® LightLock™ Booth
Best Trade Education Campaign
Hunter Douglas

Training Program

PowerView Pro Installer Certification
Best Training Program
HunterDouglas

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.

For the past 29 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 2019 WCMA Product Awards program, contact Emily Brochstein at 212.297.2126.

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