



For Immediate Release  
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## **2012 WCMA PRODUCT AWARDS PRESENTED AT VISION 12 (IWCE) IN CHICAGO**

**New York, NY (April 25, 2012)** – The 2012 WCMA Product Awards, the window coverings industry’s annual competition calling out the year’s standout products were presented on April 25 at a reception held in conjunction with VISION 12 trade show (IWCE - International Window Coverings Expo) at Chicago’s McCormick Place. Products were awarded for their technical innovations and enhancements, style concepts and overall designs. The most effective merchandising and marketing programs were also honored.

The evening culminated with the presentation of the 2012 WCMA Product of the Year, awarded to Silhouette® window shadings with the LiteRise® lifting system. The competition’s judges decided that the product, from Hunter Douglas Inc., lives up to its promise to maintain light control while providing a clean, uncluttered.

The panel of design community experts reviewing nominations for the 2012 WCMA Product Awards included Susan Hirsh, North American Manager for decorative programs, Benjamin Moore & Co; Susan Huckvale Arann, Interior designer and President, American & International Designs, Inc.; Colette Scanlon Ortiz, Design Editor, *This Old House*; and Kimberly Scappaticci, Design Director, Wallauer's Design Center.

The judges reviewed manufacturers’ submissions across an array of product categories including cellular shades; drapery hardware; “green” products; motorization; Roman, roller, and pleated shades; shadings and sheers; shutters; specialty and miscellaneous products and applications; vertical and panel tracks; and wood and faux wood blinds.

“WCMA applauds all of the nominated products -- and each of the engineers and designers responsible for their technical and style achievements.” said Ralph Vasami, executive director of the Window Covering Manufacturers Association (WCMA). Singled out for the 2012 WCMA Product Awards include product submissions from Comfortex Window Fashions; Golden Champion Industrial Ltd; Hartmann&Forbes; HomeRun Holdings Inc.; Hunter Douglas Inc.; Leader Blinds; Levolor Kirsch; Lutron Electronics; Maxxmar Window Fashions; Norman Window Fashions; Ona Drapery Hardware Co., Inc.; Orion Ornamental Iron, Inc; Pleat Pin Drapes; RollEase; Somfy Systems, Inc. and Springs Window Fashions.

WCMA’s highly-regarded annual awards program culminates with a reception for all participating companies, held in conjunction with Vision 12 (IWCE), the industry’s national trade show and educational conference. Grace McNamara, Inc., the trade show’s organizer, co-sponsored the event. All of the 2012 entries and winners are featured on the WCMA Web site [www.wcmamet.org](http://www.wcmamet.org). The list of 2012 award winners is attached.

Note to Editor: Product information and images are available upon request. Please contact: 212.297.2108.

**WINDOW COVERING MANUFACTURERS ASSOCIATION  
2012 WCMA PRODUCT AWARDS WINNERS**

**PRODUCT AWARDS**

**Cellular shades**

Best New Style Concept  
Miro Diamond Cellular Shade  
Golden Champion Industrial Ltd

Best Enhancement  
Enhancements to Duette® and Applause® honeycomb shades  
Hunter Douglas Inc.

Honorable Mention  
Best New Technical Innovation  
Serena Remote Controlled Shades  
Lutron Electronics

Best New Technical Innovation  
Most Innovative Overall Concept  
SmartFit system  
Norman Window Fashions

**Drapery hardware**

Honorable Mention  
Best New Style Concept  
One Way Draw System for Wood Poles  
Orion Ornamental Iron, Inc

Best New Style Concept  
Design Art Inlay Design Rod with Inlay Design Finial  
Orion Ornamental Iron, Inc

Honorable Mention  
Best New Technical Innovation  
Pleat Pin  
Pleat Pin Drapes

Best New Technical Innovation  
ONAVERSE Iron Cord Traverse Rod  
Ona Drapery Hardware Co., Inc.

Most Innovative Overall Concept  
3D Drapery Hardware

Orion Ornamental Iron, Inc

**"Green" products - Energy efficiency**

Best New Style Concept  
Enhancements to Duette® Architella® honeycomb shade fabrics  
Hunter Douglas Inc.

Best New Technical Innovation  
TaHomA®  
Somfy Systems, Inc.

Most Innovative Overall Concept  
TaHomA®  
Somfy Systems, Inc.

**"Green" products - Health and environmental safety**

Most Innovative Overall Concept  
Silhouette® window shadings with the LiteRise® lifting system  
Hunter Douglas Inc.

**"Green" products – Sustainability**

Honorable Mention  
Best Use of Sustainable Materials  
Duette® Architella® Batiste Bamboo opaque fabric  
Hunter Douglas Inc.

Best Use of Sustainable Materials  
Sussex Shutters featuring NormanTeak™  
Norman Window Fashions

Best Use of Recycled Materials  
Cotton fabric for Pirouette® window shadings  
Hunter Douglas Inc.

**Miscellaneous Products and Specialty Applications**

Honorable Mention  
Best New Technical Innovation  
Continuous Cord-Loop Tension Device  
Springs Window Fashions

Best New Technical Innovation  
Silhouette® window shadings with the LiteRise® lifting system  
Hunter Douglas Inc.

Most Innovative Overall Concept  
Winjam  
Norman Window Fashions

### **Motorization**

Honorable Mention  
Best New Technical Innovation  
Enhancements to Duette® and Applause® PowerRise® 2.0 with Platinum™ Technology  
Hunter Douglas Inc.

Best New Technical Innovation  
Qmotion Advanced Battery Powered Roller Shade  
HomeRun Holdings Inc.

### **Roman, roller and pleated shades**

Best Enhancement  
2012 Vignette® Modern Roman Shades Collection  
Hunter Douglas Inc.

Best New Style Concept  
Natural Rollershades  
Hartmann&Forbes

Honorable Mention  
Best New Technical Innovation  
Centerpiece Roman Shades featuring AeroLite cordless system  
Norman Window Fashions

Best New Technical Innovation  
G400 Spring Assist  
RollEase

Best New Roller Shade Hospitality Industry  
Farmboy Fine Arts Collection for Hunter Douglas Hospitality  
Hunter Douglas Inc.

### **Shadings and sheers**

Best Enhancement  
2012 Pirouette® window shadings Collection  
Hunter Douglas Inc.

Honorable Mention  
Best New Style Concept  
Perfect SunSet

Maxxmar Window Fashions

Best New Style Concept  
Opera Dual Shade  
Maxxmar Window Fashions

### **Shutters**

Best Enhancement  
Honorable Mention  
WoodShield™ Advance Finish  
Norman Window Fashions

Best Enhancement  
Enhancements to Palm Beach™ polysatin shutters  
Hunter Douglas Inc.

### **Verticals and panel tracks**

Best Style Concept  
Levolor Vertical Blinds and Perceptions  
Levolor Kirsch

Most Innovative Overall Concept  
Provenance® Woven Wood Vertical Drapery  
Hunter Douglas Inc.

### **Wood and faux wood blinds**

Best New Style Concept  
2012 EverWood® Collection of alternative wood blinds  
Hunter Douglas Inc.

Best Technical innovation  
Cordless One Touch S-Shape Blind  
Leader Blinds

### **MERCHANDISING AWARDS**

Best Consumer Advertising Campaign  
Hunter Douglas The Art of Window Dressing™ :30 TV Commercial  
Hunter Douglas Inc.

Honorable Mention Best Consumer Education  
iCM Auto Email System and Promotional Emails  
Hunter Douglas Inc.

Best Consumer Education  
Hunter Douglas Facebook Page: [facebook.com/HunterDouglas](https://www.facebook.com/HunterDouglas)

Hunter Douglas Inc.

Honorable Mention Best Trade Education  
Hunter Douglas Reference Guide Finder  
Hunter Douglas Inc.

Best Trade Education  
Premieres SM Spring 2012  
Hunter Douglas Inc.

Best Trade Advertising Campaign  
2011 Hunter Douglas Promotional Programs  
Hunter Douglas Inc.

Honorable Mention Best New Marketing Technology  
The Comfortex On Demand Sales Support Library  
Comfortex Window Fashions

Honorable Mention Best New Marketing Technology  
Levolor Smart Machine  
Levolor Kirsch

Best Marketing Technology  
"The Art of Window Dressing" iPad App  
Hunter Douglas Inc.

Honorable Mention Best Sampling Program  
2012 Pirouette® window shadings Sample Book  
Hunter Douglas Inc.

Best Sampling Program  
Designer Roller and Skyline® Gliding Window Panels 2011 Sample Book  
Hunter Douglas Inc.

Honorable Mention Best Point of Sale Display  
Designer Roller and Skyline® Gliding Window Panels Mini Point of Display Sign  
Hunter Douglas Inc.

Best Point of Sale Display  
Luminette® Privacy Sheers and Modern Draperies Hardware Sampling Kit  
Hunter Douglas Inc.

### **Judges' Award**

For excellence in enhancement, innovation and social media marketing of overall merchandising to the end-user and to the industry.

Hunter Douglas Inc.

### **2012 WCMA Product of the Year**

Silhouette® window shadings with the LiteRise® lifting system

Hunter Douglas Inc.

About the WCMA Product Awards For the past 21 years, the WCMA Product Awards Program has bestowed over 500 awards. For more information about WCMA and its Product 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](http://www.wcmanet.org).

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