

# 2012 WCMA Product Awards

Recognizing ingenuity and achievement  
in the window covering industry



Is your company's  
product on the list?

Reception co-sponsor



# 2012 WCMA Product Awards Winners

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## Cellular shades

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

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

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

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

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## Drapery hardware

Orion Ornamental Iron, Inc  
**Design Art Traversing Inlay Design Rod  
With Inlay Design Finial**  
Best New Style Concept

Pleat Pin Drapes  
**Pleat Pin**  
Honorable Mention  
Best New Technical Innovation

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

Orion Ornamental Iron, Inc  
**3D Drapery Hardware**  
Most Innovative Overall Concept

## “Green” products

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

Somfy Systems, Inc.  
**TaHoma®**  
Energy efficiency  
Best New Technical Innovation  
Most Innovative Overall Concept

Hunter Douglas Inc.  
**Silhouette® window shadings with the  
LiteRise® lifting system**  
Health and environmental safety  
Most Innovative Overall Concept

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

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

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

# 2012 WCMA Product Awards Winners

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## Miscellaneous products and Specialty applications

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

Norman Window Fashions  
Winjam  
Most Innovative Overall Concept

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

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

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## Motorization

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

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

## Roman, roller and pleated shades

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

Hartmann&Forbes  
Natural Rollershades  
Best New Style Concept

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

RollEase  
G400 Spring Assist  
Best New Technical Innovation

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

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## Shutters

Norman Window Fashions  
WoodShield™ Advance Finish  
Honorable Mention  
Best Enhancement

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

# 2012 WCMA Product Awards Winners

## Shadings and sheers

Maxxmar Window Fashions

**Perfect SunSet**

Honorable Mention

Best New Style Concept

Maxxmar Window Fashions

**Opera Dual Shade**

Best New Style Concept

Hunter Douglas Inc.

**2012 Pirouette® window shadings Collection**

Best Enhancement

## Verticals and panel tracks

Levolor Kirsch

**Levolor Vertical Blinds and Perceptions**

Best Style Concept

Hunter Douglas Inc.

**Provenance® Woven Wood**

**Vertical Drapery**

Verticals and panel tracks

Most Innovative Overall Concept

## Wood and faux wood blinds

Hunter Douglas Inc.

**2012 EverWood® Collection of alternative wood blinds**

Best New Style Concept

Leader Blinds

**Cordless One Touch S-Shape Blind from Leader Blinds**

Best Technical Innovation

## 2012 Product of the Year



Hunter Douglas Inc.

**Silhouette® window shadings with the LiteRise® lifting system**

### 2012 WCMA Product Awards Judges

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* magazine

Kimberly Scappaticci, Design Director  
Wallauer's Design Center

# 2012 WCMA Product Awards Winners

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## Merchandising

Hunter Douglas Inc.

New Hunter Douglas The Art of Window Dressing™ :30 TV Commercial

Best Consumer Advertising Campaign

Hunter Douglas Inc.

iCM Auto Email System and Promotional Emails

Honorable Mention

Best Consumer Education

Hunter Douglas Inc.

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

Best Consumer Education

Hunter Douglas Inc.

Hunter Douglas Reference Guide Finder

Honorable Mention

Best Trade Education

Hunter Douglas Inc.

Premieres SM Spring 2012

Best Trade Education

Hunter Douglas Inc.

2011 Hunter Douglas Promotional Programs

Best Trade Advertising Campaign

Comfortex Window Fashions

The Comfortex On Demand

Sales Support Library

Honorable Mention

Best New Marketing Technology

Levolor Kirsch

Levolor Smart Machine

Honorable Mention

Best New Marketing Technology

Hunter Douglas Inc.

“The Art of Window Dressing” iPad App

Best Marketing Technology

Hunter Douglas Inc.

2012 Pirouette® window shadings Sample Book

Honorable Mention

Best Sampling Program

Hunter Douglas Inc.

Designer Roller and Skyline® Gliding Window Panels 2011 Sample Book

Best Sampling Program

Hunter Douglas Inc.

Designer Roller and Skyline® Gliding Window Panels Mini Point of Display Sign

Honorable Mention

Best Point-of-Sale Display

Hunter Douglas Inc.

Luminette® Privacy Sheers and Modern Draperies Hardware Sampling Kit

Best Point-of-Sale Display

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## 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.

Merchandising

Will your company's product be on the list in 2013?

## 2013 WCMA Product Awards Categories

- Cellular shades
- Drapery hardware
- "Green" products categories:  
Sustainability  
Health and environmental safety  
Energy efficiency
- Horizontal blinds
- Motorization
- Miscellaneous products/  
Specialty applications
- Roman, roller and pleated shades
- Shadings and sheers
- Shutters
- Verticals and panel tracks
- Wood blinds and faux wood  
blinds
- Merchandising and  
Marketing categories

...And the 2013 WCMA Product of the Year

### About the WCMA Product Awards

The WCMA Product Awards program is open to all manufacturers and suppliers of window covering products in the United States and Canada. Product categories are listed below. To be eligible for the program, products must have been introduced in 2012 or at VISION 13 (International Window Coverings Expo) and have a design originating with the submitting company.

Companies do not have to participate at VISION13 to be eligible for this program. The design innovation must be an integral component of, or be used in conjunction with, products currently offered for sale to the general public as part of the submitting company's current product line.

Over the past 21 years the WCMA Product Awards Program has bestowed over 500 awards.

For more information about WCMA and the WCMA Product Awards Program please contact: [RVasami@wcmanet.org](mailto:RVasami@wcmanet.org).



[www.wcmanet.org](http://www.wcmanet.org)