



## **2013 WCMA PRODUCT AWARDS**

### **Cellular Shades**

Best New Technical Innovation  
EZ Level System  
Comfortex Window Fashions

Best New Technical Innovation  
Honorable Mention  
Fire Resistant Honeycomb  
Norman Window Fashions

Best Style Concept  
2013 Duette® Honeycomb Shades Collection  
Hunter Douglas

Best Style Concept  
Honorable Mention  
Alustra® Duette® honeycomb shades – New Fabrics  
Hunter Douglas

Best Innovative Overall Concept  
Solera™ Soft Shades  
Hunter Douglas

### **Drapery Hardware**

Best New Technical Innovation  
Design Art Finial Adaptors  
Orion Ornamental Iron, Inc.

Best New Technical Innovation  
Honorable Mention  
Milano Collection  
Orion Ornamental Iron, Inc

Best New Style Concept  
Jackie Von Tobel Collection  
Helsler Brothers, Inc.

Best Style Concept  
Honorable Mention  
Kirsch Designer Metals  
Newell Rubbermaid- Kirsch

Most Innovative Overall Concept  
Flexible track for round curtain window  
The Flex Tracks, LLC



### **Green Products — Energy Efficiency**

Best Technical Innovation  
PerfectTilt RF Solar  
Norman Window Fashions

Best Style Concept  
KoolBlack™ Technology  
Mermet

Best Style Concept  
Honorable Mention  
SheerWeave® Performance + Style 2500  
Phifer Incorporated

Most Innovative Overall Concept  
Duette® Architella® Trielle™ Elan®  
Hunter Douglas

### **Green Products — Health and Environmental Safety**

Best New Technical Innovation  
Applause® honeycomb shades with SimpleLift™  
Hunter Douglas

Best New Technical Innovation  
Honorable Mention  
Manual FlexShade with Safety Clutch  
Draper, Inc.

Most Innovative Overall Concept  
Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with LiteRise®  
Hunter Douglas

### **Green Products — Sustainability**

Best New Technical Innovation  
SheerWeave® 4000/4100/4400 with DOW ECOLIBRIUM™ Bio-Based Plasticizers  
Phifer Incorporated

Best New Style Concept  
Duette® Architella® Renewal™  
Hunter Douglas



## **Specialty Applications and Miscellaneous Products**

Best New Technical Innovation  
Duette® honeycomb shades with SkyLift™  
Hunter Douglas

Best Style Concept  
Honorable Mention  
2012 Alustra® Screen Shades  
Hunter Douglas

Best Style Concept  
Duette® honeycomb 1 ¼" and 1 ½" Pleat Sizes on Specialty Shapes  
Hunter Douglas

Most Innovative Overall Concept  
Textured Wood Cornices  
Water's Edge Blinds & Window Treatments

Most Innovative Overall Concept  
Honorable Mention  
Fan Top Shutters  
Sunburst Shutters & Window Fashions

## **Motorization**

Best Technical Innovation  
PerfectTilt RF  
Norman Window Fashions

Best New Style Concept  
DecoFlex WireFree™ RTS Custom Engraved Wall Switch  
Somfy Systems, Inc.

Best Style Concept  
Honorable Mention  
Somfy Motorization with Curved Track and Rings  
Orion Ornamental Iron, Inc

Most Innovative Overall Concept  
Platinum™ App for Hunter Douglas motorized window treatments  
Hunter Douglas



## **Roman, Roller, and Pleated Shades**

Best New Technical Innovation

Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with PowerRise® 2.1

Platinum™ Technology

Hunter Douglas

Best New Technical Innovation

Honorable Mention

Design Studio™ Roman Shades with UltraGlide®

Hunter Douglas

Best New Style Concept

Highlights Cornice Valance

Comfortex Window Fashions

Best New Style Concept

Honorable Mention

Pleated Shades Collection

Hunter Douglas

Best New Style Concept

Honorable Mention

Solar Flair Energy Saving Textured Screens

Comfortex Window Fashions

Most Innovative Overall Concept

Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with PowerRise® 2.1

Platinum™ Technology

Hunter Douglas

## **Shadings and Sheers**

Best Style Concept

2013 Nantucket™ Window Shadings Collection

Hunter Douglas

## **Shutters**

Best New Technical Innovation

NormanTeak Shutters

Norman Window Fashions

Best New Style Concept

Mirage Shutters

Texton, Inc.

Most Innovative Overall Concept

Uplifting Shutters

Comfortex Window Fashions



### **Verticals and Panel Tracks**

Best New Technical Innovation  
Vertical Blind with Replaceable Carrier  
LEADER BLINDS

### **Wood / Faux Wood Blinds**

Best New Style Concept  
Designer's Choice Horizontal Wood Blinds  
Water's Edge Blinds & Window Treatments

Best New Style Concept  
Honorable Mention  
Parkland™ Wood Blinds  
Hunter Douglas

### **Judges' Award**

*Reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end user*

Uplifting Shutters  
Comfortex Window Fashions

### **2013 WCMA Product of the Year**

Platinum™ App for Hunter Douglas motorized window coverings  
Hunter Douglas

### **2013 WCMA PRODUCT AWARDS**

#### **MERCHANDISING AWARDS**

Best Marketing Technology  
Countdown to Connection 1 & 2: iPad Promotions for Alliance Dealers  
Hunter Douglas

Best Marketing Technology  
Honorable Mention  
Bali Mobile App  
Springs Window Fashions

Best Point-of-Sale Display  
The Hunter Douglas Home Show Display System  
Hunter Douglas

Best Point-of-Sale Display  
Honorable Mention  
2013 Duette® Honeycomb Shades POS  
Hunter Douglas



## **MERCHANDISING AWARDS CONTINUED**

Best Sampling Program

All-inclusive Shutter Sample Bag

Norman Window Fashions

Best Sampling Program

Honorable Mention

Pleated Shades Sample Book

Hunter Douglas

Best Trade Advertising Campaign

2012 Consumer Promotions

Hunter Douglas

Best Trade Advertising Campaign

Honorable Mention

Windows To The World Travel Incentive Program for Dealers

Hunter Douglas

Best Consumer Advertising Campaign

Expanded Hunter Douglas Consumer Advertising

Hunter Douglas

Best Consumer Advertising Campaign

Honorable Mention

Lutron Serena shades - Consumer Ad Campaign

Lutron Electronics Co., Inc

Best Trade Education

Premieres(SM) 2013 Attract, Engage, Sell

Hunter Douglas

Best Trade Webinar

"The Trick of Treating Scary Windows" Webcast

Hunter Douglas

Best Consumer Education

Sally Morse Charity Events

Hunter Douglas

About the WCMA Product Awards For the past 22 years, the WCMA Product Awards Program has bestowed over 550 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 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).