

2013 WCMA Product Award Winners

MERCHANDISING AWARDS CONTINUED

BEST CONSUMER ADVERTISING CAMPAIGN HONORABLE MENTION

Lutron Serena shades – Consumer Ad Campaign
Engineers/Designers: Lutron Electronics Co., Inc
Lutron Electronics Co., Inc

BEST TRADE EDUCATION

PremieresSM 2013 Attract, Engage, Sell
Engineers/Designers: Hunter Douglas Customer Education and Development Team
Hunter Douglas

BEST TRADE WEBINAR

"The Trick of Treating Scary Windows" Webcast
Engineers/Designers: Hunter Douglas Customer Education and Development Team
Hunter Douglas

BEST TRADE ADVERTISING CAMPAIGN HONORABLE MENTION

Windows To The World Travel Incentive Program for Dealers
Engineers/Designers: Hunter Douglas Corporate Marketing Team
Hunter Douglas

BEST CONSUMER ADVERTISING CAMPAIGN

Expanded Hunter Douglas Consumer Advertising
Engineers/Designers: Hunter Douglas Corporate Marketing Team
Hunter Douglas

BEST CONSUMER EDUCATION

Sally Morse Charity Events
Engineers/Designers: Hunter Douglas Corporate Marketing Team
Hunter Douglas

2013 JUDGES PANEL:

Susan Hirsh, North American Manager for decorative programs, Benjamin Moore Et Co.

Susan Huckvale Arann, Interior Designer and President, American Et International Designs, Inc.

Kimberly Scappaticci, Design Director, Wallauer's Design Center

Will your company's product be on the list in 2014?

2014 WCMA Product Awards Categories

- Cellular shades
- Drapery hardware
- "Green" products categories Sustainability Health and environmental safety Energy efficiency
- Horizontal blinds
- Motorization
- Roman, roller and pleated shades
- Shadings and sheers
- Shutters
- Specialty applications and miscellaneous products
- Verticals and Panel Tracks
- Wood blinds and faux wood blinds
- Merchandising and marketing categories
- ...And the 2014 WCMA Product of the Year

The WCMA Product Awards program is open to all manufacturers and suppliers of window covering products in the United States and Canada. To be eligible for the program, products must have been introduced in the prior year and have a design originating with the submitting company. 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.

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 the WCMA Product Awards Program, contact Ralph Vasami at 212.297.2125.

View all 2013 nominations and award winners online: wcmagnet.org



2013 WCMA Product Awards

Recognizing ingenuity and achievement in the window covering industry



Is your company's product on the list?

Reception sponsor



Platinum™ App for Hunter Douglas motorized window treatments
Engineers/Designers: Hunter Douglas Motorization Team
Hunter Douglas

2013 WCMA Product Award Winners

CELLULAR SHADES

BEST NEW TECHNICAL INNOVATION

EZ Level System
Engineers/Designers: Shane Brunell, Michael Nygard, Rich Watkins
Comfortex Window Fashions

BEST NEW TECHNICAL INNOVATION HONORABLE MENTION

Fire Resistant Honeycomb
Engineers/Designers: Norman Window Fashions R&D Team
Norman Window Fashions

BEST STYLE CONCEPT

2013 Duette® Honeycomb Shades Collection
Engineers/Designers: Hunter Douglas Duette® honeycomb shades Product Development Team
Hunter Douglas

BEST STYLE CONCEPT HONORABLE MENTION

Alustra® Duette® honeycomb shades – New Fabrics
Engineers/Designers: Hunter Douglas Alustra® Product Development Team
Hunter Douglas

BEST INNOVATIVE OVERALL CONCEPT

Solera™ Soft Shades
Engineers/Designers: Hunter Douglas Solera™ Soft Shades Product Development Team
Hunter Douglas

DRAPERY HARDWARE

BEST NEW TECHNICAL INNOVATION

Design Art Finial Adaptors
Engineers/Designers: Kay Blair and Edgar Catalan Giron
Orion Ornamental Iron, Inc.

BEST NEW TECHNICAL INNOVATION HONORABLE MENTION

Milano Collection
Engineers/Designers: Edgar Catalan Giron
Orion Ornamental Iron, Inc.

BEST NEW STYLE CONCEPT

Jackie Von Tobel Collection
Engineers/Designers: Jackie Von Tobel, Mark Helser, Jay Helser, Anita Boetsma
Helsel Brothers, Inc.

BEST STYLE CONCEPT HONORABLE MENTION

Kirsch Designer Metals
Engineers/Designers: Neil Varlamoff
Newell Rubbermaid – Kirsch

MOST INNOVATIVE OVERALL CONCEPT

Flexible track for round curtain window
Engineers/Designers: Michael Ming Lan, California registered architect and general manager of the Flextrack LLC in Brea, CA
The Flex Tracks, LLC

GREEN PRODUCTS ENERGY EFFICIENCY

BEST TECHNICAL INNOVATION

PerfectTilt RF Solar
Engineers/Designers: Norman Window Fashions R&D Team
Norman Window Fashions

BEST STYLE CONCEPT

KoolBlack™ Technology
Engineers/Designers: Product Development Team at Mermet USA
Mermet

BEST STYLE CONCEPT HONORABLE MENTION

SheerWeave® Performance + Style 2500
Engineers/Designers: Jerry Liveoak
Phifer Incorporated

MOST INNOVATIVE OVERALL CONCEPT

Duette® Architella® Trielle™ Elan®
Engineers/Designers: Duette® honeycomb shades Product Development Team
Hunter Douglas

GREEN PRODUCTS HEALTH AND ENVIRONMENTAL SAFETY

BEST NEW TECHNICAL INNOVATION

Applause® honeycomb shades with SimpleLift™
Engineers/Designers: Hunter Douglas Applause® honeycomb shades Product Development Team
Hunter Douglas

BEST NEW TECHNICAL INNOVATION HONORABLE MENTION

Manual FlexShade with Safety Clutch
Engineers/Designers: Harold Seib
Draper, Inc.

2013 WCMA Product Award Winners

MOST INNOVATIVE OVERALL CONCEPT

Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with LiteRise®
Engineers/Designers: Hunter Douglas Vignette® Product Development Team
Hunter Douglas

GREEN PRODUCTS SUSTAINABILITY

BEST NEW TECHNICAL INNOVATION

SheerWeave® 4000/4100/4400 with DOW ECOLIBRIUM™ Bio-Based Plasticizers
Engineers/Designers: Dale Barnes
Phifer Incorporated

BEST NEW STYLE CONCEPT

Duette® Architella® Renewal™
Engineers/Designers: Hunter Douglas Duette® honeycomb shades Product Development Team
Hunter Douglas

SPECIALTY APPLICATIONS AND MISCELLANEOUS PRODUCTS

BEST NEW TECHNICAL INNOVATION

Duette® honeycomb shades with SkyLift™
Engineers/Designers: Hunter Douglas Duette® honeycomb shades Product Development Team
Hunter Douglas

BEST STYLE CONCEPT HONORABLE MENTION

2012 Alustra® Screen Shades
Engineers/Designers: Hunter Douglas Alustra® Collection Product Development Team
Hunter Douglas

BEST STYLE CONCEPT

Duette® honeycomb 1¼" and 1½" Pleat Sizes on Specialty Shapes
Engineers/Designers: Hunter Douglas Duette® honeycomb shades Product Development Team
Hunter Douglas

MOST INNOVATIVE OVERALL CONCEPT

Textured Wood Cornices
Engineers/Designers: Product Design – Katie Malmstadt
Water's Edge Blinds & Window Treatments

MOST INNOVATIVE OVERALL CONCEPT HONORABLE MENTION

Fan Top Shutters
Engineers/Designers: Dix Jarman and John Barnes
Sunburst Shutters & Window Fashions

MOTORIZATION

BEST TECHNICAL INNOVATION

PerfectTilt RF
Engineers/Designers: Norman Window Fashions R&D Team
Norman Window Fashions

BEST NEW STYLE CONCEPT

DecoFlex WireFree™ RTS Custom Engraved Wall Switch
Engineers/Designers: Brent Holup, Applications Manager
Somfy Systems, Inc.

BEST STYLE CONCEPT HONORABLE MENTION

Somfy Motorization with Curved Track and Rings
Engineers/Designers: Edgar Catalan Giron
Orion Ornamental Iron, Inc.

MOST INNOVATIVE OVERALL CONCEPT

Platinum™ App for Hunter Douglas motorized window treatments
Engineers/Designers: Hunter Douglas Motorization Team
Hunter Douglas

ROMAN, ROLLER, AND PLEATED SHADES

BEST NEW TECHNICAL INNOVATION HONORABLE MENTION

Design Studio™ Roman Shades with UltraGlide®
Engineers/Designers: Hunter Douglas Design Studio™ Product Development Team
Hunter Douglas

BEST NEW TECHNICAL INNOVATION MOST INNOVATIVE OVERALL CONCEPT

Vignette® Modern Roman Shades Tiered™ Top-Down/Bottom-Up with PowerRise® 2.1 Platinum™ Technology
Engineers/Designers: Hunter Douglas Vignette® Product Development Team
Hunter Douglas

BEST NEW STYLE CONCEPT

Highlights Cornice Valance
Engineers/Designers: Tom Marusak, Jay Vandervoort, Rich Watkins, Corina Santoro
Comfortex Window Fashions

BEST NEW STYLE CONCEPT HONORABLE MENTION

Pleated Shades Collection
Engineers/Designers: Hunter Douglas Pleated Shades Product Development Team
Hunter Douglas

2013 WCMA Product Award Winners

BEST NEW STYLE CONCEPT HONORABLE MENTION

Solar Flair Energy Saving Textured Screens
Engineers/Designers: Corina Santoro, Michael Sylvia
Comfortex Window Fashions

SHADINGS AND SHEERS

BEST STYLE CONCEPT

2013 Nantucket™ Window Shadings Collection
Engineers/Designers: Hunter Douglas Nantucket™ Product Development Team
Hunter Douglas

SHUTTERS

BEST NEW TECHNICAL INNOVATION

NormanTeak Shutters
Engineers/Designers: Norman Window Fashions R&D Team
Norman Window Fashions

BEST NEW STYLE CONCEPT

Mirage Shutters
Engineers/Designers: Ed Williams & Liz Williams
Texton, Inc.

MOST INNOVATIVE OVERALL CONCEPT

Uplifting Shutters*
Engineers/Designers: Tom Marusak, Mark Kitterman, Jay Vandervoort, Rich Watkins, John Corey
Comfortex Window Fashions

***JUDGES' AWARD**
Reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end-users.

VERTICALS AND PANEL TRACKS

BEST NEW TECHNICAL INNOVATION

VERTICAL BLIND WITH REPLACEABLE CARRIER
Engineers/Designers: KE-MIN, LIN
LEADER BLINDS

WOOD AND FAUX WOOD BLINDS

BEST NEW STYLE CONCEPT Designer's Choice

Horizontal Wood Blinds
Engineers/Designers: Concept: Keith Malmstadt; Color Selection: Katie Malmstadt; Coating Sourcing and Finish Technique: Doug Isenga
Water's Edge Blinds & Window Treatments

BEST NEW STYLE CONCEPT HONORABLE MENTION

Parkland™ Wood Blinds
Engineers/Designers: Hunter Douglas Parkland™ Wood Blinds Product Development Team
Hunter Douglas

MERCHANDISING AWARDS

BEST MARKETING TECHNOLOGY

Countdown to Connection 1 & 2: iPad Promotions for Alliance Dealers
Engineers/Designers: Hunter Douglas Corporate Marketing Team
Hunter Douglas

BEST MARKETING TECHNOLOGY HONORABLE MENTION

Bali Mobile App
Engineers/Designers: Tracey Anderson (Web Development Lead) Lisa Vandermause (Senior Channel Marketing Manager) Laura Sano (Senior Graphic Designer)
Springs Window Fashions

BEST POINT-OF-SALE DISPLAY

The Hunter Douglas Home Show Display System
Engineers/Designers: Hunter Douglas Corporate Marketing Team
Hunter Douglas

BEST POINT-OF-SALE DISPLAY HONORABLE MENTION

2013 Duette® honeycomb shades POS
Engineers/Designers: Hunter Douglas Duette® honeycomb shades Marketing Team
Hunter Douglas

BEST SAMPLING PROGRAM

All-inclusive Shutter Sample Bag
Engineers/Designers: Norman Window Fashions R&D Team
Norman Window Fashions

BEST SAMPLING PROGRAM HONORABLE MENTION

Pleated Sample Book
Engineers/Designers: Hunter Douglas Pleated Shades Marketing Team
Hunter Douglas

BEST TRADE ADVERTISING CAMPAIGN

2012 Consumer Promotions
Engineers/Designers: Hunter Douglas Corporate Marketing Team
Hunter Douglas