



2014 WCMA Product Awards
Product Awards Winners

Cellular Shades

Best New Technical Enhancement
Motorized Honeycomb Shades
QMotion Advanced Shading Systems

Best New Technical Enhancement
Honorable Mention
Magnetized Cordless TDBU Shade
Norman Window Fashions

Best Style Concept
2014 Applause® Honeycomb Shades Collection
Hunter Douglas

Most Innovative
SmartFit™ for French Doors
Norman Window Fashions

Drapery Hardware

Best New Technical Innovation
GROMMAVERSE
Ona Drapery Hardware Co., Inc.

Best Style Concept
Bohemia Crystal on Wood
Orion Ornamental Iron, Inc.

Best Style Concept
Honorable Mention
Deco Lite Traversing
Orion Ornamental Iron, Inc.

Most Innovative Overall Concept
GROMMAVERSE
Ona Drapery Hardware Co., Inc.



“Green” Products: Energy Efficiency

Best New Style Concept
T Screen with KOOLBLACK™ Technology
Mermet

“Green” Products: Health and Environmental Safety

Best New Technical Innovation
Venue™ with MicroShield™
Hunter Douglas

Best New Technical Innovation
Honorable Mention
Designer Roller Shades with the UltraGlide® lifting system
Hunter Douglas

Best Style Concept
Vignette® Traditional™ Modern Roman Shades with the LiteRise® cordless operating system
Hunter Douglas

Most Innovative Concept
Insolroll® UL Listed Motorized Shade Systems featuring EnviroScreen
Insolroll Window Shading Systems, Inc.

“Green” Products: Sustainability

Best Style Concept
Applause® Vintage™ Fabric
Hunter Douglas

Best Style Concept
Honorable Mention
2014 Modern Precious Metals® Collection
Hunter Douglas

Horizontal Blinds

Best New Technical Innovation
CORDLESS DUAL ACTION ALUMINUM BLIND
LEADER BLINDS

Best New Technical Innovation
Honorable Mention
Single Cord Blind
Norman Window Fashions

Best New Style Concept
2014 Modern Precious Metals® Collection
Hunter Douglas

Most Innovative Overall
CORDLESS DUAL ACTION ALUMINUM BLIND
LEADER BLINDS



Motorization

Best Technical Innovation

Motorized Venetian Blinds

QMotion Advanced Shading Systems

Best Technical Innovation

Honorable Mention

Enhancements to the Platinum™ App for Hunter Douglas motorized window treatments

Hunter Douglas

Best New Style Concept

Motorized Drapery Rods

QMotion Advanced Shading Systems

Best New Style Concept

Honorable Mention

Enhancements to the Platinum™ App for Hunter Douglas motorized window treatments

Hunter Douglas

Most Innovative Overall

Motorized Drapery Rods

QMotion Advanced Shading Systems

Roman, Roller and Pleated Shades

Best New Technical Innovation

Ring Lock

Safe-T-Shade, LLC

Best Style Concept

2014 Alustra® Woven Textures® Collection

Hunter Douglas

Most Innovative Concept

Vignette® Modern Roman Shades Enhancements

Hunter Douglas

Shadings and Sheers

Best New Technical Innovation

Shangri-La Cordless PowerTouch

Comfortex Window Fashions

Best New Technical Innovation

Honorable Mention

Silhouette® UltraGlide® 2 *Click and Walk Away™* Operating System

Hunter Douglas

Best New Style Concept

New Fabrics for Alustra® Silhouette® and Silhouette® window shadings

Hunter Douglas

Most Innovative Overall

Opera Vertical Shadings

Maxxmar Window Fashions



Shutters

Best New Technical Innovation

Bi-fold 180 Shutters

Norman Window Fashions

Best New Style Concept

2014 Heritage® Hardwood Shutters Collection

Hunter Douglas

Most Innovative Concept

Bi-fold 180 Shutters

Norman Window Fashions

Most Innovative Concept

Honorable Mention

ShutterShade

Norman Window Fashions

Specialty Applications and Miscellaneous Products

Best New Technical Innovation

Miracle Fit Light Gap Solution

Maxxmar Window Fashions

Best Style Concept

Silhouette® A Deux™ Shadings

Hunter Douglas

Most Innovative Overall

Mandalay Operable Arches and Sunset Operable Arches

Maxxmar Window Fashions

Verticals / Panel Tracks

Best New Style Enhancement

2014 Roller Shades + Skyline® Panels Collection

Hunter Douglas

Wood Blinds / Faux Wood Blinds

Best New Technical Innovation

Parkland™ wood blinds with the UltraGlide® operating system

Hunter Douglas

Best New Technical Innovation

Honorable Mention

SmartSeal Finish

Norman Window Fashions

Best Style Concept

Levolor Real Wood & Faux Wood Custom Blinds

Newell Rubbermaid – Levolor



Judges' Award: Reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end users.

Mandalay Operable Arches and Sunset Operable Arches
Maxxmar Window Fashions

2014 WCMA Product of the Year:

2014 Heritage® Hardwood Shutters Collection
Hunter Douglas
Hunter Douglas Custom Shutter Collection Product Development Team

2014 WCMA Product Awards
Merchandising Awards Winners

Best Marketing Technology

Redesigned www.hunterdouglas.com
Hunter Douglas

Best Marketing Technology

Honorable Mention

Website and iCM Interactive PDF
Hunter Douglas

Best Sampling Program

2014 Heritage® Hardwood Shutters Sample Kit
Hunter Douglas

Best Sampling Program

Honorable Mention

PureSafe Hand Sample
Norman Window Fashions

Best Point-of-Sale Display

Platinum™ App Display Kit for Hunter Douglas motorized window treatments
Hunter Douglas

Best Point-of-Sale Display

Honorable Mention

Mini RTS Display
Somfy Systems, Inc.

Best Trade Advertising Campaign

2014 Windows To The World Incentive Travel Program for Dealers
Hunter Douglas

Best Trade Advertising Campaign

Honorable Mention

2013 Consumer Promotions
Hunter Douglas



Best Consumer Advertising Campaign

“Every Window Tells A Story” 30-Second TV Commercial
Hunter Douglas

Best Trade Education Program

PremieresSM 2014 Innovation By Design
Hunter Douglas

Best Trade Education Program

Honorable Mention

The Adventures of Small Business Marketing
Hunter Douglas

Best Consumer Education Program

Silhouette[®] Window Shadings Social Media Program
Hunter Douglas

About the WCMA Product Awards: For the past 24 years, the WCMA Product Awards Program has bestowed more than 600 awards to window covering industry products that raise the bar on style and design innovations. For more information about WCMA and the 2014 WCMA Product Awards program, contact Tim Bennett at 212.297.2108. View all nominated products online: www.wcmanet.org

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 highlights the services and products it provides. For more information, visit www.wcmanet.org.

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