



For Immediate Release

Contact: Tim Bennett

212.297.2108

TBennett@WCMAnet.org

2015 WCMA PRODUCT AWARD WINNERS ANNOUNCED

Engineering and Design Teams Singled Out for their Contributions to Window Coverings Category

New York, NY (November 19, 2015) – The 2015 WCMA Product Awards, recognizing the best of the window covering industry’s products and merchandising programs, were selected in New York City on November 5, 2015 when industry judges convened to review all new product and merchandising entries.

Companies with winning entries include Comfortex Window Fashions, Coulissee Inc., Eclipse Shutters, HT Window Fashions, Hunter Douglas, Maxxmar Window Fashions, MechoSystems, Mermet, Newell Rubbermaid, Norman Window Fashions, Orion Ornamental Iron, Inc., Phifer Incorporated, Rowley, Safe T Shade, Springs Window Fashions and The Window Outfitters.

The awards program drew nearly 100 entries, signaling an eligibility period brimming with increased innovations, fresh designs, stepped up merchandising and promotions. Products are accepted in ten categories which include cellular shades; drapery hardware; “green” product categories, horizontal blinds; motorization; Roman, roller and pleated shades; shadings and sheers; shutters; vertical blinds and panel tracks applications; wood and faux wood blinds; and specialty applications and miscellaneous products.

The WCMA Product of the Year, awarded annually to the product that stands out across all categories and judging criteria, is Silhouette® Duolite™ Shadings, designed and engineered by the Silhouette® Product Development Team at Hunter Douglas. Silhouette® Duolite™ combines window shading and a room-darkening roller shade in a fabric-covered headrail that is coordinated with the shading. The winning product features the UltraGlide® 2 *Click and Walk Away™* operating system.

“The WCMA Product Awards panel is always challenged to review a wide array of new and enhanced products and programs,” said Ralph Vasami, executive director of WCMA. “This year’s large number of technological innovations and new styles made for a tough competition among the manufacturers and speaks volumes for the hard work and ingenuity of our industry’s engineering and design teams.”



Each year WCMA calls on design community experts to act as judges for its highly-regarded awards program. The 2015 judges include Susan Arann, interior design director and principal of American & International Designs Inc., an award winning, multi-discipline interior design firm based in New York City. Arann is a past president of the American Society of Interior Design's (ASID) New York Metro chapter. Susan Hirsh is a décor consultant and industry expert who formerly served as North American Manager for decorative programs at Benjamin Moore & Co, as president of the International Furnishing and Design Foundation (IFDA) and as national chair of IFDA's Educational Foundation. Kimberly Scappaticci is the design director at Wallauer's Design Center, a Westchester County, NY-based chain of home decorating stores.

BelleVue, Norman Window Fashions' innovation of the traditional Roman shade, designed with added light control flexibility, was recognized with the Judges' Award. The Judges' Award was instituted in 2009 to recognize the merits of a submission exhibiting measurable benefit or standout aesthetic appeal to the end users of the product.

The full list of 2015 WCMA Product Awards winners will be announced during the International Window Coverings Expo (IWCE) to be held January 19-21, 2016 at the Las Vegas Convention Center. IWCE, the U.S. trade show dedicated to the window coverings industry, is presented by Window Fashion VISION Magazine in partnership with Kitchen & Bath Industry Show (KBIS) and the International Builder's Show (IBS) for Design & Construction Week.

All submissions are also featured on the WCMA web site throughout the year, www.wcmanet.org. The list of the 2015 winners is attached.



2015 WCMA Product Awards Winners

Product Categories Winners

Cellular shades

Best New Style Concept
Wood Wrapped Rails
Springs Window Fashions

Best New Style Concept
Honorable Mention
Solera® Soft Shades Enhancements
Hunter Douglas

Best New Technical Innovation
Single Motor Day & Night Honeycomb Shade
Norman Window Fashions

Best New Technical Innovation
Honorable Mention
Redesigned Vertiglide™ System for Duette® Honeycomb Shades
Hunter Douglas

Most Innovative Overall
Color Lux Designer Collection
Comfortex Window Fashions

Drapery hardware

Best Style Concept
AriA Metal Hardware
Rowley

Best Style Concept
Honorable Mention
Design Art Swiss Crystal-On-Wood
Orion Ornamental Iron, Inc.

Best New Technical Innovation
3D Drapery Panels
Orion Ornamental Iron, Inc.

Best New Technical Innovation
Honorable Mention
Finestra Wood Hardware
Rowley

Most Innovative Overall
3D Drapery Panels
Orion Ornamental Iron, Inc.



"Green" products - Energy efficiency

Best New Style Concept
Screen Essential
Coulisse Inc.

Best New Style Concept
Honorable Mention
Duette® Architella® Reception Fabric
Hunter Douglas

Best New Technical Innovation
SWF Contract TrueOutlook Skylight & Bottom-Up Solar Shade
Springs Window Fashions

Best New Technical Innovation
Honorable Mention
Mermet Chroma™
Mermet

Most Innovative Overall
2014 Accordia Custom Cellular Shades
Newell Rubbermaid

"Green" products - Health and environmental safety

Best New Style Concept
Alustra® Woven Textures® with LiteRise®
Hunter Douglas

Best New Style Concept
Honorable Mention
Designer Roller Shades and Screen Shades with LiteRise®
Hunter Douglas

Best New Technical Innovation
Provenance® Woven Wood Shades with LiteRise®
Hunter Douglas

Best New Technical Innovation
Honorable Mention
Mermet GreenScreen® Reflect™
Mermet

"Green" products - Sustainability

Best New Technical Innovation
GreenScreen® Evolve™ roller shade fabric
Hunter Douglas



Horizontal blinds

Best New Style Concept
Modern Precious Metals® Aluminum Blinds with UltraGlide®
Hunter Douglas

Best New Technical Innovation
Simple Touch® aluminum mini blind
HT window fashions

Motorization

Best New Style Concept
PowerView™ Motorization
Hunter Douglas

Best New Style Concept
Honorable Mention
Single Motor Day & Night Honeycomb Shade
Norman Window Fashions

Best New Technical Innovation
Honorable Mention
Quick Touch™ Cordless Motorized Cellular Shades
Comfortex Window Fashions

Most Innovative Overall
ShadeLoc®
MechoSystems

Roman, roller and pleated shades

Best New Style Concept
New Provenance® Woven Wood Shade Collection
Hunter Douglas

Best New Style Concept
Honorable Mention
Wanderlust Printed Roller Shade Collection
Hunter Douglas

Best New Technical Innovation
Safe T Shade ProLift System
Safe T Shade

Best New Technical Innovation
Honorable Mention
Elevance Integrated Liner Roman Shade
Comfortex Window Fashions

Most Innovative Overall
Day & Night Roman Shades
Norman Window Fashions

Most Innovative Overall
Honorable Mention
Total Blockout Solution for Roman Shades
Norman Window Fashions



Shadings/sheers

Best New Style Concept

Alustra® Pirouette® Charmeuse fabric

Hunter Douglas

Best New Style Concept

Honorable Mention

Luminette® Privacy Sheers 2015 Collection

Hunter Douglas

Best New Technical Innovation

Silhouette® Duolite™ Shadings

Hunter Douglas

Best New Technical Innovation

Honorable Mention

New Pirouette® Window Shadings Headrail Design

Hunter Douglas

Most Innovative Overall

BelleVue

Norman Window Fashions

Shutters

Best New Style Concept

Weatherwell Elite

The Window Outfitters

Best New Style Concept

Honorable Mention

Eclipse® Shutters with New! UltraSatin™ Finish

Eclipse Shutters

Best New Technical Innovation

Weatherwell Elite

The Window Outfitters

Best New Technical Innovation

Honorable Mention

Talento Polysilk Shutters

Maxxmar Window Fashions



Specialty applications and miscellaneous products

Best New Technical Innovation

Vignette® Modern Roman Shades Traversed™ with Vertiglide™ Moveable Rails
Hunter Douglas

Best New Technical Innovation

Honorable Mention

Cordless Design

Springs Window Fashions

Verticals/panel tracks

Most Innovative Overall

Light Leak Defying Headrail for Vertical Blinds

Norman Window Fashions

Wood/faux wood blinds

Best New Style Concept

ETeck Blinds

Norman Window Fashions

Best Enhanced Program

Parkland® Wood Blinds Update

Hunter Douglas

Judges' Award

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

BelleVue

Norman Window Fashions

2015 WCMA Product of the Year

Silhouette® Duolite™ Shadings

Hunter Douglas



2015 WCMA Product Awards

Merchandising Awards Winners

Best Marketing Technology

Alliance Digital Marketing Services
Hunter Douglas

Best Marketing Technology

Honorable Mention

Signature Series Cellular App
Springs Window Fashions

Best Point of Sale Display

Animated Front Window (Featuring Hunter Douglas Pirouette® Window Shadings)
Hunter Douglas

Best Point of Sale Display

Honorable Mention

Coulisse Store Concept
Coulisse Inc.

Best Sampling Program

Envision™ Designer Collection Sample Book
Comfortex Window Fashions

Best Sampling Program

Honorable Mention

Luminette® Privacy Sheers 2015 Sample Book
Hunter Douglas

Best Consumer Advertising Campaign

PowerView™ Motorization Integrated Marketing Campaign
Hunter Douglas

Best Consumer Advertising Campaign

Honorable Mention

Graber Sorenta Fabric Blinds Merchandising
Springs Window Fashions



Best Trade Advertising Campaign

Hunter Douglas Consumer Promotions (2014 Q3, 2014 Q4, 2015 Q1, 2015 Q2)
Hunter Douglas

Best Trade Advertising Campaign

Honorable Mention

Norman University Scholarship - Building the Future
Norman Window Fashions

Best Consumer Education

PowerView™ Motorization 'Tutorial' Video
Hunter Douglas

Best Consumer Education

Honorable Mention

The Art of Window Dressing™ Product Design Book
Hunter Douglas

Trade Education

Best Trade Education

2015 Premieres(SM) App
Hunter Douglas

Best Trade Education

Honorable Mention

SheerWeave® DOW ECOLIBRIUM™ Calculator
Phifer Incorporated

About the WCMA Product Awards: For the past 25 years, the WCMA Product Awards Program has bestowed more than 650 awards to window covering industry products that raise the bar on style and design innovations. For more information about WCMA and the 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.

###