



For Immediate Release

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**WINDOW COVERINGS INDUSTRY ANNOUNCES CALL FOR ENTRIES FOR
27th ANNUAL PRODUCT AWARDS COMPETITION**

New York, NY (January 25, 2018) - The **Window Covering Manufacturers Association (WCMA)** announced its call for entries for the **27th annual WCMA Product Awards competition**. Product submissions will be judged in the following product categories: cellular and pleated shades, drapery hardware, green products, horizontal blinds, motorization and automation, Roman and roller shades, shadings/sheers, shutters, specialty applications and miscellaneous products, and verticals/panel tracks.

This year's WCMA Product Awards competition will honor manufacturers for the design ingenuity, attention-grabbing styles, and technical advancements of their 2017 window covering products and for the past year's standout marketing programs and services.

Nominated products will be reviewed for innovation, aesthetic appeal, creativity, quality, practicality and marketability by a panel of industry experts. Window coverings manufacturers are eligible for awards for their marketing and merchandising programs, selected by the judges for their execution and their achievements.

The WCMA *Product of the Year* is awarded to the window covering product, selected from any category, for its standout design, style, and technical innovation. All manufacturers and suppliers of window covering products in the United States and Canada are encouraged to submit their products and marketing programs introduced between January 1, 2017 and December 31, 2017 for consideration.

The 2017 WCMA Product Awards winners will be announced March 26, 2018 at a reception to be held in conjunction with the International Window Coverings Expo (IWCE), the premier window coverings trade show to be held in Tampa, FL on March 27-28, 2018. Photos of all nominations and winning submissions will displayed on the IWCE trade show floor and be posted on WCMA's Web site throughout the year.

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Online application for entry with additional information on the competition, including shipping dates and delivery address for product and merchandising/marketing samples, is available at the WCMA Web site: www.wcmanet.org. Deadline for submitting nominations online for the 2017 WCMA Product Awards is **February 14, 2018**.

For 27 consecutive years the WCMA Product Awards have honored products developed by companies such as Coullisse Inc., Hunter Douglas, MechoSystems, Norman Window Fashions, Orion Ornamental Iron, Inc., QMotion, Rollease Acmeda, Rowley, Shutter Smart, Springs Window Fashions, Sunburst Shutters and Window Fashions, Somfy Systems, Window Covering Specialties, Inc., and many others.

For further information contact Tim Bennett at 212.297.2108. Application for entry is available online at <http://awards.wcmanet.org/call-for-entries/>

About WCMA: The Window Covering Manufacturers Association (WCMA), originally organized in the 1950's as the Venetian Blind Council, represents the interests of the window covering industry manufacturers, fabricators and assemblers. WCMA has three membership categories: Manufacturer, Fabricator and Associate.

About the WCMA Product Awards: For the past 27 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 2016 WCMA Product Awards program, contact Tim Bennett at 212.297.2108.

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