

For Immediate Release

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AWARD-WINNING WINDOW COVERING PRODUCTS ANNOUNCED

Industry's Engineering and Design Teams Celebrated

New York, NY (April 6, 2022) – The Window Covering Manufacturers Association (WCMA) announced the winners of the 30th Annual Product Awards which recognize the best of the window covering industry's new products, educational, and merchandising programs that were launched in the last year.

Winners were selected in ten categories including cellular and pleated shades; drapery hardware; "green" products; horizontal blinds; motorization and automation; Roman and roller shades; shadings and sheers; shutters; specialty applications and vertical/panel track products.

WCMA's "green" category acknowledges window-covering products that increase energy efficiency or promote the conservation of resources or employ sustainable practices in their manufacture.

Manufacturers' marketing and merchandising programs were acknowledged for creativity and achieving projected results. This group of innovators includes marketing technology and point-of-sale displays.

In addition to the products and programs selected by the judges, this year WCMA honors all the submissions that advanced the industry's ongoing commitment to child safety. Thirty-two (32) products were submitted that incorporated either cordless or inaccessible cord operating systems. WCMA congratulates the following companies for their innovations and encourages them to keep investing in this important area; **Bloc Blinds; Calendar Enterprises Co. Ltd; Coulissee; Hunter Douglas; Lutron Electronics; Norman Window Fashions; Orion Ornamental Iron Inc.; Rollease; Somfy, and TEXTON.**

Hunter Douglas' Pirouette Window Shadings was selected as the WCMA Product of the Year. The Pirouette sample book, launched in 2020, features beautiful photography along with two working samples: 5" Grant™, Sahara (room darkening) and 5" ClearView® Satin, Box Office (light filtering). The new book also includes a bracket and headrail mounting guide.

"The Pirouette Window Shadings submission was selected by the judges for its design and innovation. WCMA congratulates the team at Hunter Douglas and all of the industry's engineers and designers on their hard work and their vision", said Ralph Vasami, executive director of WCMA. "You can view all of the product innovations on the WCMA website: www.wcmanet.com."

WCMA PRODUCT AWARDS JUDGES

This year's judges included design community experts Susan Arann and Susan Hirsh.

Susan Arann is an interior design director and principal of American & International Designs Inc., an award winning, multi-disciplined interior design firm based in New York City. Susan 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 the national chair of IFDA's Educational Foundation.

The judges also recognized Roller Shades with Duolite® from Hunter Douglas with the Judges' Award, presented to a window covering product that exhibits measurable benefits and standout aesthetic appeal to end users. Submitted in WMCA's Roman and Roller Shades categories, the Roller Duolite® Shades combine the best of both worlds to control light and create privacy, combining a decorative sheer or semi-sheer fabric with a color-coordinated room-darkening liner and hardware in a single roller shade. All submissions will be featured on the WCMA website throughout the year: www.wcmanet.com.

The full list of the WCMA 2021 Product Awards winners is below.

WCMA PRODUCT AWARDS 2021 WINNERS

WCMA 2021 Product of the Year

Pirouette Window Shadings
Hunter Douglas

Judges' Award

Roller Shades with Duolite®
Hunter Douglas

Reserved for a submission selected by the judges that exhibits measurable benefitor standout aesthetic appeal to end users

Product Category Winners

Cellular & Pleated Shades

SmartFit Dual Shades with Frame
Best New Technical Innovation
Norman Window Fashions

Drapery Hardware

Clear Vue Collection - Acrylic
Best New Style Concept
Orion Ornamental Iron, Inc.

Green Products – Sustainability

Rechargeable Battery Wand
Best Technical Innovation
Hunter Douglas

GreenScreen® Sea-Tex™ Fabric
Best New Style Concept
Hunter Douglas

Horizontal Blinds (all finishes)

2020 Cordless Faux Wood
Best Technical Innovation
Norman Window Fashions

EverWood® Alternative Wood Blinds Patina and Textured Collections
Best New Style Concept
Hunter Douglas

Motorization & Automation

Lutron Wood Blinds with Natural Light Optimization™ Powered by Façade Finder
Best Technical Innovation
Lutron Electronics

TaHoma® Gateway
Best New Style Concept
Somfy Systems Inc.

Roman & Roller Shades

Provenance® Woven Woods Independent Operable Liner
Best New Technical Innovation
Hunter Douglas

SouthSeas Roller Shades
Best New Style Concept
TEXTON

Shadings & Sheers

NewStyle® Hybrid Shutters with New Operating Systems
Best New Technical Innovation
Hunter Douglas

Pirouette Window Shadings
Best New Style Concept
Hunter Douglas

Specialty & Miscellaneous Products

The Bloc Wand
Best New Technical Innovation
Bloc Blinds

Vertical/ Panel Tracks (All Finishes)

Adjustable Sliding Panels
Best New Technical Innovation
Calendar Enterprises Co., Ltd.

Synchrony Vertical Blinds
Best New Style Concept
Norman Window Fashions

Marketing & Merchandising Award Winners

Marketing Technology

Virtual Dealer Showroom
Best Marketing Technology
Norman Window Fashions

Point of Sale Display (includes sampling)

Norman e-Toolkit
Best Point of Sale Display
Norman Window Fashions

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.

For the past 30 years, the WCMA Product Awards Program has bestowed more than 700 awards to window covering industry products that raise the bar on style and design innovations. For more information about WCMA and the 2021 WCMA Product Awards program, contact Danielle Myers at 212.297.2105.

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