

30 Year Anniversary

# WCMA PRODUCT AWARDS

2021



# Merchandising and Marketing Categories



## Marketing & Merchandising Programs



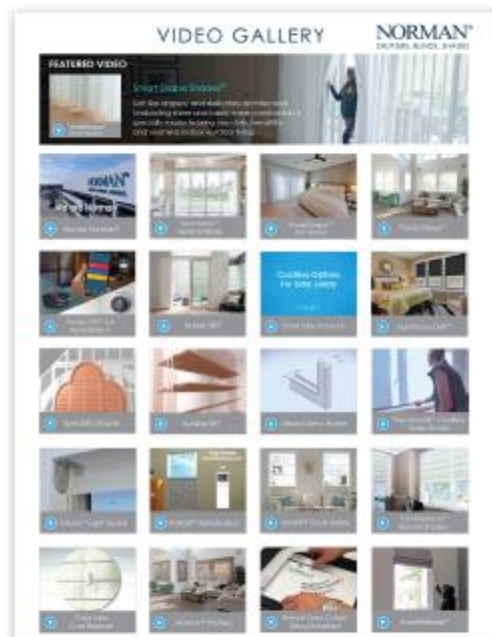
### Virtual Dealer Showroom

#### Norman Window Fashions

Norman R&D Team

An immersive tour open 24/7 lets visitors browse at their own pace, examine products/fabrics up close, compare products, explore options, and find the right solution. Visitors can click points of interest to learn more info and see demos. The showroom was instrumental to our dealers during these challenging times. It is also an effective pre-appointment tool. Visitors can quickly get sense of what we offer, know what they like, and order the right product during the in-person visit.





## Best Point of Sale Display (includes Sampling)



## Norman e-Toolkit

### Norman Window Fashions

#### Norman R&D Team

The Norman e-toolkit lets you explore all our quality, style and technology anytime and anywhere. Peruse our latest shutters, blinds, and shades from your own personal device. The informative Design Guides are inspirational and explore available options and highlights. High resolution fabric swatches are eco-friendly, saving time and postage. A video gallery helps clients decide which product is right for them. Easy to share, view and become inspired. The best of Norman at your fingertips.

# Product Categories





## Cellular & Pleated Shades



### SmartFit Dual Shades with Frame

#### Norman Window Fashions

Norman R&D Team

Redefining what a shade can do: cordless, side-mounted Top-Down Bottom-Up cell shades with no middle cords; a custom frame for light block on the sides and renewed look to your window opening. Two-shades-in-one offers extra style, opacity options, and exacting privacy and light control. Choose from a wide range of frames and colors. The frame squares up the window and adds richness to décor. The T-post option makes cell shades an energy efficient option for extra wide window expanses.



## Drapery Hardware

### Clear Vue Collection - Acrylic Drapery Hardware

**Orion Ornamental Iron Inc**

Edgar Catalan

Atul Patel

The product development team created a fusion of crystal glass finials with acrylic rods in two metal painted finishes. The line has a unique jointing brackets to accommodate for split rods. The brackets, rings and batons in this collection complement a very contemporary rod drapery hardware styling. The development team continues to innovate; developing a French Acrylic rod with metal plated bends will be an addition to this line.







## Green Products – Sustainability

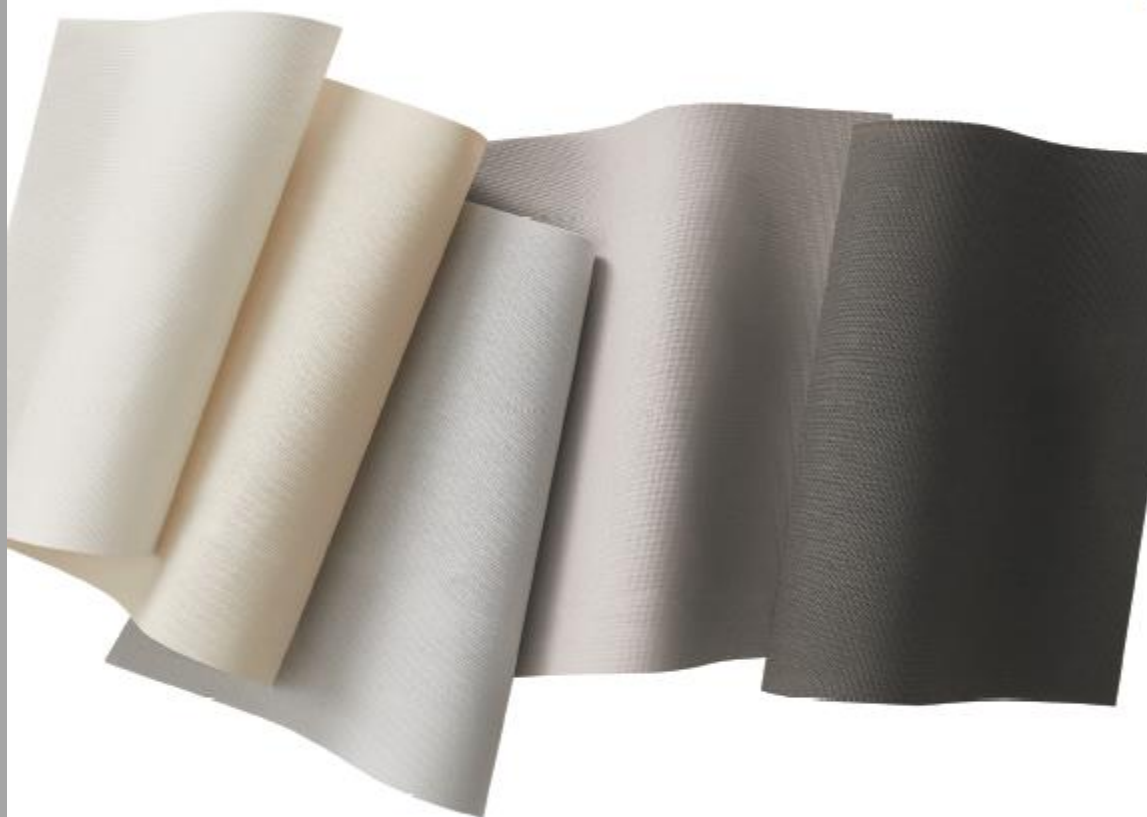


### **Hunter Douglas Rechargeable Battery Wand**

**Hunter Douglas**  
Hunter Douglas

Hunter Douglas' rechargeable battery wand combines convenience, safety, and performance. Charge-in-place or remove the battery from its mount and insert a fully charged spare battery from the desktop charger. This UL certified battery leads the industry in temperature operating range (0°C-80°C) and charge time (two hours). With an average one-year battery life and the ability to charge over 500 times, it is very dependable. It already has grown to nearly 50% of all battery powered shade sales.





## Green Products – Sustainability



### **GreenScreen® Sea-Tex™ Fabric**

**Hunter Douglas**

Hunter Douglas

Estimates suggest that 9 million tons of plastic waste dumps into the world's oceans every year. Hunter Douglas is proud to be part of a program that has reclaimed over 30 tons of washed ashore plastic waste and engaged with Bionic to fabricate a yarn from recovered coastal and marine plastic to be the main ingredient (50%) in our new GreenScreen® Sea-Tex™ screen shade fabric. Exclusive to the Designer Screen Shades product line, and available in 5 colors with a 3% openness.



## Horizontal Blinds (All Finishes)



### **2020 Cordless Faux Wood**

#### **Norman Window Fashions**

Norman R&D Team

Our next gen blind redefines what blinds can do. With the tightest closure and best-leveling on the market, it improves room darkening thanks to upgraded hardware, new pivoting rail technology, concealed route holes, and our exclusive SmartPrivacy closure. Slats are now stronger, made from a new formulation, toughened against scratching and denting. The valance-free design is stylish, sleek, low-maintenance, and compact. Cordless control is smooth, convenient and “Best for Kids” certified.



## Horizontal Blinds (All Finishes)



### **EverWood® Alternative Wood Blinds Patina and Textured Collections**

**Hunter Douglas**

Hunter Douglas

The Patina collection features a printed slat with a distinctive groove designed to emulate the look of high-end glazing found in cabinetry and furniture. The contemporary, Textured collection, features a 2" embossed slat in a low-gloss finish with subtle variegated color streaks for added depth and texture at the window. Combining durability with style to last a lifetime, the EverWood Patina and Textured collections elevate the faux wood category.





## Motorization & Automation

### Lutron Wood Blinds with Natural Light Optimization™ Powered by Façade Finder



#### Lutron Electronics

Lutron Shades Hardware and  
Software Engineering Teams

Lutron Wood Blinds combine advanced smart technology with a timeless aesthetic. Designed for simple setup, they feature Natural Light Optimization™ schedules powered by the in-app Façade Finder. Using the phone's built-in compass, Façade Finder identifies the cardinal direction of the windows with blinds. Then, the Natural Light Optimization feature automatically tilts slats to preset angles during the day to minimize glare yet maximize natural light and views, providing comfort day-after-day.



## Motorization & Automation



### **TaHoma® Gateway**

**Somfy Systems Inc.**

Somfy Team

Somfy's TaHoma® gateway provides a platform to control a wide range of interior and exterior motorized products along with the rest of the modern smart home. The gateway communicates with both Radio Technology Somfy® motors and Somfy's future Zigbee motors. TaHoma's open technology allows it to fit seamlessly into the modern smart home, working with a wide variety of systems like Philips Hue, Alexa, Google Assistant, SmartThings, Control 4, Crestron, Brilliant, Savant, Elan, URC, and RTI.



## Roman & Roller Shades



### **Provenance® Woven Woods Independent Operable Liner**

**Hunter Douglas**  
Hunter Douglas

The Provenance® Independent Operable Liner featuring a 3/8" Honeycomb fabric is an all in one privacy and light control solution. Two shades in one head rail combines the beauty of natural woven fabrics with the energy efficiency and light control of a honeycomb shade. The shade and liner can be controlled independently of one another for maximum control. Available in five colors, light-filtering and room-darkening opacities, and the availability to have the same color street and room facing.





## Roman & Roller Shades



### SouthSeas Roller Shades

**TEXTON**

Ed Williams

Ryan Crist

Mark Rook

SouthSeas is an extension of the award-winning COLOR roller shade program, which was introduced in 2019. Using 3D scanning and fine-art grade digital printing, SouthSeas combines the look of woven woods or grassweave shades with the performance and functionality of a roller shade. The product, which is available in 20 patterns, is offered in light-filtering and blackout and produced on a luxurious textured material, telegraphing the features of the design.



## Shutters

Shadings/Sheers

2021

Best New Technical  
Innovation

### **NewStyle® Hybrid Shutters with New Operating Systems**

**Hunter Douglas**  
Hunter Douglas

HiddenTilt™ with SoftClose™ louvers is now available on NewStyle® hybrid shutters. This patented design offers a one-touch control for smooth, tight louver closure. Louvers close automatically after reaching a pre-determined angle and tight louver closure means there is no need for the usual hand-sweep. The QuickAlign™ feature has five preset positions that make setting louvers at the same privacy angle quick and easy from panel to panel.





## Shadings/Sheers

SHADINGS/SHEERS

2021

Best New Style  
Concept

### Pirouette Window Shadings

Hunter Douglas

Hunter Douglas

A new Pirouette sample book was launched July 7th, 2020, featuring beautiful photography along with Two working samples: 5" Grant™, Sahara (room darkening) and 5" ClearView® Satin, Box Office (light filtering). All deck pages now sampled in light filtering with a separate room-darkening liner and window cling similar to the Silhouette Window Shadings and Vignette® Modern Roman Shades, making Pirouette even easier to sell. This new book includes a Bracket and headrail mounting guide.





## Specialty Applications & Miscellaneous Applications

### The Bloc Wand

#### Bloc Blinds

Cormac Diamond

Patrick McGirr

Kathryn Bleakley

Frank McCullagh

Kevin McCullagh

Adjustable from any angle and available in a range of lengths, the wand's clever design makes heights and awkward spaces accessible— for example, operating a tall shade or reaching over a kitchen sink. Perhaps the greatest benefit of our brilliantly simple design is the reassurance it gives parents of young children and those who care for the vulnerable. The risk of injury from accidental entanglement is eliminated. It's a simple, affordable way to ensure parents peace of mind.





## Verticals/Panel Tracks (All Finishes)



### Adjustable Sliding Panels (COSMOS)

**Calendar Enterprises Co., Ltd**

GoDear Design Engineer Teams

With safe, flexible, versatile, easy-to-use features, the paper/poly sliding panels are ideal for window blinds, patio door blinds, room divider and closet door. Its 4-rail track is adjustable anywhere from 45.8" to 86" wide.

COSMOS brings the sliding panel to the next level. We turned zebra shade into vertical blind to let natural light stream through the window, make a soft and natural look to each room with a hint of enchantment. Available in 5 colors.





## Verticals/Panel Tracks (All Finishes)



### **Synchrony Vertical Blinds**

#### **Norman Window Fashions**

Norman R&D Team

The next generation of vertical blinds is here. Featuring a sleek valance-free design, innovative headrail technology and self-aligning vanes utilizing a new push-arm design. The Aileron Headrail lifts and lowers like flaps on an airplane wing, 'in sync' with the slats. The innovation closes the light gap between the headrail and slats - for unmatched room darkening in vertical blinds. The latest colors and textures; Best for Kids certified and flame resistant. A smart choice perfected.



## Shadings/Sheers

JUDGES' AWARD

2021

WINNER



### **Roller Shades with Duolite®**

**Hunter Douglas**

Hunter Douglas

Roller Duolite® Shades combine the best of both worlds to control light & create privacy combining a decorative Sheer or Semi-Sheer fabric with a color-coordinated room-darkening liner & hardware in a single roller shade. Once the front shade is completely lowered, the back liner can be adjusted so you can enjoy softly filtered light when you want it and privacy when you need it. The Roller Duolite Shade is offered in PowerView® Automation for precise and convenient control, when you want it.

## Shadings/Sheers



## Pirouette Window Shadings

### Hunter Douglas

Hunter Douglas

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