

WCMA PRODUCT AWARDS 2022



For Immediate Release

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AWARD-WINNING WINDOW COVERING PRODUCTS ANNOUNCED

Industry's Engineering and Design Teams Celebrated

New York, NY (April 21, 2023) – The Window Covering Manufacturers Association (WCMA) announced the winners of the 31st Annual Product Awards which recognize the best of the window covering industry's new products, educational and merchandising programs that were launched in 2022.

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 miscellaneous products and vertical/panel track products.

WCMA's "green" category acknowledges window-covering products that increase energy efficiency or 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-six (36) 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; **Calendar Enterprises Co. Ltd; Coullisse; Draper, Inc.; Hunter Douglas; Levolor; Norman USA; Orion Ornamental Iron Inc.; Roll-a-Shade; and Rowley.**

Hunter Douglas' Luminette Privacy Sheers was selected as the 2022 WCMA Product of the Year. The Luminette® hardware system has been completely redesigned with the customer in mind. Operation is easy and intuitive, requiring 40% less pull force. The new "tilted traverse" function gives the ability to tilt the vanes while the fabric is in any position. The sleek, modern headrail design includes new hidden brackets. This hardware is available with 3 operating systems, including the reimagined PowerView® Gen 3 Automation.

"The Luminette Privacy Sheers submission was selected by the judges for its design and innovation. WCMA congratulates the team at Hunter Douglas and all 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 2022 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 recognized Norman USA for their Normandy Shutters with OSMO Finish 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 Shutters category, the Normandy Shutters with OSMO Finish uses a safe and eco-friendly stain-finish made from natural plant oils and vegetable waxes, free from harmful substances. In a palette of on-trend colors, OSMO amplifies wood's natural graining for intensely character-rich louvers. OSMO penetrates deeply, for durability and rich color that goes beyond the surface and protects against degradation over time. We've paired OSMO stains with Normandy shutters for a window covering that'll last a lifetime both inside and out. All submissions will be featured on the WCMA website throughout the year: www.wcmanet.com.

The full list of the WCMA 2022 Product Awards winners are below.

WCMA 2022 PRODUCT OF THE YEAR

Luminette® Privacy Sheers
Hunter Douglas

JUDGES' AWARD

Normandy Shutters with OSMO Finish
Norman USA

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

PRODUCT CATEGORY WINNERS

Cellular & Pleated Shades

Portrait Honeycomb Designer Fabric – Whispers
Best New Style Concept
Norman USA

Motorized TDBU Honeycomb Shades
Best New Technical Innovation
Norman USA

Drapery Hardware

Paris Texas Hardware - Clean Deco Collection
Best New Style Concept
Rowley

Paris Texas Hardware - Celebrating 30 Years!
Best New Technical Innovation
Rowley

Green Products – Sustainability

Normandy Shutters with OSMO Finish
Best New Style Concept
Norman USA

Norman Wireless Charging Wand
Best New Technical Innovation
Norman USA

Horizontal Blinds (all finishes)

LEVOLOR Trim+Go™ Strap Lift Faux Wood Blind
Best New Technical Innovation
LEVOLOR

Motorization & Automation

Eve MotionBlinds
Best New Style Concept
Coulisse

PowerView Automation (Gen 3)
Best New Technical Innovation
Hunter Douglas

Roman & Roller Shades

Vignette® Modern Roman Shades
Best New Style Concept
Hunter Douglas

FlexStyle™
Best New Technical Innovation
Draper, Inc.

Rey
Technical Innovation Honorable Mention
Roll-A-Shade

Shadings & Sheers

Silhouette® Halo™
Best New Style Concept
Hunter Douglas

Luminette® Privacy Sheers
Best New Technical Innovation
Hunter Douglas

Shutters

Normandy Shutters with OSMO Finish
Best New Style Concept
Norman USA

Heritage® Hardwood Shutters HiddenTilt™ with SoftClose Louvers with Quick Align
Best New Technical Innovation
Hunter Douglas

Vertical/ Panel Tracks (All Finishes)

Adjustable Sliding Panels (Urban Plaid Brick Pattern)
Best New Style Concept
Calendar Enterprises Co., Ltd.

MARKETING & MERCHANDISING AWARD WINNERS

Best Consumer Advertising Campaign

Child Safety Awareness Campaign Through Social Media
Best Consumer Advertising Campaign
Norman USA

Best Consumer Education Campaign

Child Safety Awareness Campaign
Best Consumer Education Campaign
Norman USA

Point of Sale Display (includes sampling)

Paris Texas Hardware Sales Tools
Best Hardware Display
Rowley

Norman® Showroom & Home Show Displays Display
Best In-Store Display Sale Display
Norman USA

2022 Heritage® Hardwood Shutters Sample Kit
Best Sample Book
Hunter Douglas

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 31 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 2022 WCMA Product Awards program, contact Danielle Myers at 212.297.2105.

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