

WCMA PRODUCT AWARDS 2022



Marketing and Merchandising Categories

**WCMA PRODUCT
AWARDS 2022**



Child Safety Awareness Campaign

NORMAN®
SHUTTERS. BLINDS. SHADES.

Best Consumer Advertising Campaign



Child Safety Awareness Campaign Through Social Media

Norman USA

Norman Team

In Jan. 2022, Norman announced the discontinuation of products with free hanging lift & tilt cords in the US & Canada. We launched consumer advertising campaigns through parenting publications and social media to target caregivers, new and expecting families. We also created a dedicated website, normanchildssafety.com, which gave away child safe honeycomb shades to 90k+ families.



Norman® Safety Awareness Campaign
on Great Day KC



Child Safety Awareness Campaign

NORMAN®
SHUTTERS. BLINDS. SHADES.

Best Consumer Education Campaign



Child Safety Awareness Campaign

Norman USA

Norman team

In Jan. 2022, Norman announced the discontinuation of products with free hanging lift & tilt cords in the US & Canada. A series of consumer education campaigns about the potential dangers of such products and how to prevent hazards were launched. In addition to press releases, we went on national TV and published several blogposts for awareness. A dedicated website, normanchildsafety.com was launched, which gave away child safe cordless shades to 90k+ families.



Best Point of Sale Display



2022 Heritance® Hardwood Shutters Sample Kit

Hunter Douglas

Kyle Drake and Tina Helart

The 2022 Heritance sample kit reflects the simplicity that was incorporated into the overall shutter offering. Because the hardwood shutter line was updated to use identical frame and shutter component profiles as those used in the NewStyle Hybrid Shutter line, the sampling between the two can be shared. The Heritance kit fits inside of the NewStyle kit and allows designers to carry both programs simultaneously to meet all customer needs and preferences.

*enter to win a free Paris Texas
Hardware™ binder including*

2022 Drapery Hardware Catalog, Retail Price List,
Finish Sample Chips + Binder* »



bit.ly/PTH-Binder-Win »

*Giveaway ends 05/31/22. One entry per person. Trade professionals only.
The winner will be randomly selected and announced on 06/01/22.

Best Point of Sale Display



Paris Texas Hardware Sales Tools

Rowley

Mikala Moller, Mimi Rowley, Eric Bennett,
Eric Miller

Celebrating 30 Years of Designing to Inspire!

We have designed a suite of professional sales tools that include collateral, wall and table top merchandising displays designed to showcase the new Paris Texas Hardware™ assortment and drive revenue for the customers we serve.



Display for Showrooms and Home Shows

NORMAN®
SHUTTERS. BLINDS. SHADES.

Best Point of Sale Display



Norman® Showroom & Home Show Displays Display

Norman USA

Norman Design Team

Norman's innovation permeates through all aspects of the window fashion industry. With our free standing displays, dealers can feature shutters, blinds & shades easily. The design has the capability to show up to 10 products in each display while remaining compact, lightweight & easy to move. This modern & appealing display is great for showrooms & home shows, especially for dealers that do not have a large area to work in but want to showcase a wide variety of fabrics, colors, or applications.

Product Categories

**WCMA PRODUCT
AWARDS 2022**



Motorized TDBU Honeycomb Shade

NORMAN®
SHUTTERS. BLINDS. SHADES.



Scan to Watch

Cellular & Pleated Shades



Motorized TDBU Honeycomb Shades Norman USA

Norman R&D Team

Norman Smart Motorization for TDBU & DayNite honeycomb shades are the ultimate convenience. Gently tap the bottomrail to raise or lower both the bottom & mid rail independently. The intuitive RF remote has short keys for fast control. The innovative auto brake feature automatically stops the shade when encountering obstructions for ultimate child and pet safety.



Portrait honeycomb new fabric-Whispers

NORMAN®
SHUTTERS, BLINDS, SHADES.

Cellular & Pleated Shades



Portrait Honeycomb Designer Fabric - Whispers

Norman USA

Norman Design Team

Introducing a new era of luxury and innovation in honeycomb fabrics. Whispers, from our new Designer Collection, is high-fashion and full of heritage inspired details. Offering a look that is sharp yet soft, rich yet streamlined. Filled with beautiful and subtle patterns, Whispers gently filters and blocks harmful UV rays. With the benefit of our advanced technology, the new Whispers fabric promotes energy efficiency and is ultra-low maintenance, designed for years of beauty and enjoyment.



Drapery Hardware

Paris Texas Hardware Celebrating 30 Years!

Rowley

Mikala Moller, Mimi Rowley

Eric Bennett, Eric Miller



We are celebrating 30 years of Designing to Inspire with our Paris Texas Hardware™ brand!

In April of 2022, we launched an updated Paris Texas Hardware portfolio incorporating a collective style that you cannot find anywhere else in the world. The new assortment offers a wide selection of artisan hand painted and quick ship finishes, new trend-right style categories, updated motorized traverse options and a Quick Ship assortment that ships within 24 hours. Designing to Inspire for over 30 years!"



Drapery Hardware



Paris Texas Hardware Clean Deco Collection

Rowley

Mikala Moller, Mimi Rowley

Eric Bennett, Eric Miller

Mid-century design finds bold new expression in the Clean Deco Collection, featuring 8 new finials designs and a Deco Cuff / Finial Adaptor designed to further customize your finial style. Clean Deco is available in any of our 35 Portfolio Hand Painted, PTH Perfect Match, and 6 Quick Ship Finishes. Paris Texas Hardware is celebrating over 30 years of Designing to Inspire with the new Clean Deco decorative drapery hardware collection!

Art of Convenience

Norman® Smart Motorization



Norman® Smart Motorization

NORMAN®
SHUTTERS. BLINDS. SHADES.

Green Products



Norman Wireless Charging Wand

Norman USA

Norman R&D team

Norman Smart Motorization is centered around convenience and sustainability. Recharging is easier with the wireless charging wand. The dual power meters on the wand display the power levels of both the motorized shade and the wand itself. Built with rechargeable batteries, Norman Smart Motorization eliminates the need to replace batteries. This results in less waste and a reduced demand for raw materials, which can have a positive impact on the environment.



Normandy OSMO Shutters

NORMAN®
SHUTTERS. BLINDS. SHADES.

Green Products



Normandy Shutters with OSMO Finish

Norman USA

Norman R&D team

OSMO is 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.



Horizontal Blinds



LEVOLOR Trim+Go™ Strap Lift Faux Wood Blind

LEVOLOR

LEVOLOR Trim+Go Product and R&D Teams

The LEVOLOR Trim+Go Strap Lift Faux Wood Blind was designed to meet the new Health Canada safety regulation without sacrificing style or operation. Lift cords are replaced with painted metal straps. The unique operating system provides consumers with an easy to use, fully functional cordless system that lifts and tilts. This Canada exclusive blind carries on many of the features and benefits from its predecessor - ergonomic bottom rail, user-friendly wand, and decorative valance with endcaps.



Motorization & Automation



Eve MotionBlinds

Coulisse

Bas Klein Tuinte

Eve MotionBlinds are the first smart window covering motors to support the latest technologies Bluetooth, Thread and Matter. Easy to use for all the family – just control Eve MotionBlinds via your smartphone or voice assistant using Apple Home, Amazon Alexa, Google Home and Samsung SmartThings. All without a bridge or account for maximum simplicity and 100% privacy. Developed by Coulisse and Eve, these motors make life easier and guarantee the best lighting and indoor temperature at any time.



Motorization & Automation



PowerView Automation (Gen 3)

Hunter Douglas

Wesley Felteau

PowerView Automation is an app and remote-controlled motorized system for Hunter Douglas window treatments. This latest generation introduces time-saving setup and organizational tools, improved app functionality, and new motor advancements. PowerView Gen 3 drastically reduces installation times through guided setup, over-the-air firmware updates, error detection and troubleshooting, and features improved graphics, new client management tools, and next-generation motor and power supply options.



Roman & Roller Shades



FlexStyle™

Draper, Inc.

Steve Enochs

FlexStyle™ is an exposed roller motorized window shade system powered by Somfy RTS and Zigbee motors to integrate with smart home systems. Draper worked with jewelry manufacturers to develop 9 luxurious finishes. The elegant, understated curved brackets are luxurious without ostentation and install easily. There's no need for soffits or fascia to hide them—you'll want to show them off! Every FlexStyle shade is custom manufactured and hand inspected in our world class Spiceland, Indiana factory.



Roman & Roller Shades



Vignette® Modern Roman Shades

Hunter Douglas

Ron Holt, Nick Muehlbauer, Samantha Jeffrey,
Christa Lynam

The new 2022 Vignette® collection includes a selection of 6 new core line fabrics, 2 new Alustra® fabrics, and 26 new colors. To name a few, Loren™ is an effortless sheer fabric that has depth through the subtle movement of organic yarns. Siena™ is a robust, rich silk elevated for modern living available in calming earth tones and sustainability crafted with 49% recycled polyester. And Alustra® Elysian™ combines a basket weave texture with a vertical effect to create a chic, relaxed style.



Roman & Roller Shades



Rey

Roll-A-Shade

Rey was internally designed by the Roll-A-Shade product team.

Rey Shade Systems feature minimal light gaps, increased privacy, and zero wire visibility. These features enhance energy efficiency and occupant comfort, without compromising style. Rey's concealed wiring and components enable a hassle-free and secure installation. Rey Shade Systems are offered with wired and wire-free automation technology. Rey products are also available with a third-party interface allowing integration with most automation systems.



Shutters



Heritance® Hardwood Shutters HiddenTilt™ with SoftClose Louvers with Quick Align

Hunter Douglas

Brent Mangiapane and Nate Jenkins

The HiddenTilt operating system including the exclusive SoftClose louvers with Quick Align is offered on Heritance Hardwood Shutters. The patent pending SoftClose technology transforms opening and closing louvers into a luxury experience, making louver closure complete and uniform with one single touch. The five preset louver positions of the Quick Align feature allow for fast, consistent louver alignment within a single panel or across multiple panels. Aligning louvers has never been easier.



Shadings/Sheers



Silhouette® Halo™ Window Shadings **Hunter Douglas**

Max Schroeder, Kelly Rahn, Wendell Colsen

Silhouette® Halo™ window shadings provide full vane rotation providing the maximum flexibility to control light. Halo dual layer vanes tilt up, down and anywhere in between allowing you to create your ideal amount of light in a room as the sun moves throughout the day. Dual layer vanes also enhance the shadings color and texture for a beautiful appearance in the window. ClearView® sheers offer visibility to the outside while protecting furniture, flooring and artwork from UV rays.



Verticals/Panel Tracks



Adjustable Sliding Panels (Urban Plaid Brick Pattern)

Calendar Enterprises Co., Ltd.

GoDear Design Engineer Teams

Vertical blinds are easy to operate. Perfect solution as window/patio blinds, room dividers and closet door. 4-rail track is adjustable and panel fabrics are trimmable that can be easily cut off to fit the length of windows or spaces. Urban Plaid brick patterns that is woven blended by paper, chic yet having personality. They are definitely suitable for modernism interior style. With semi-sheer function, everyone can enjoy soft and mild sunshine without opening it. Available in 3 colors.

Shutters



Normandy OSMO Shutters

NORMAN®
SHUTTERS. BLINDS. SHADES.



Normandy Shutters with OSMO Finish Norman USA

Norman R&D team

OSMO is 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.



Shadings/Sheers



Luminette® Privacy Sheers

Hunter Douglas

Hunter Douglas Product Management Team

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.