

# WCMA PRODUCT AWARDS 2023



# Special Thanks To The Panel of Judges

**DEB BARRETT** is a highly regarded veteran of the window coverings niche in and principal in her firm, Window Dressings. A five - time winner of the Window Fashions Design Competition, her specialty is finding imaginative solutions to challenging design problems. She is an IACE T accredited speaker and a past member of the board of directors for Interior Design Continuing Education Council ( IDCEC ) and Women's Professional Development Net work in Home Furnishings ( With it ) . Most recently she was awarded the Educator of the Year award by With it and the Industry Icon Award at the International Window Coverings Expo.

**SUSAN AR ANN** is the principal at American & International Designs Inc., a renowned interior design firm located in New York Cit y. With a history of achievements, the firm demonstrates excellence across various design areas. Susan's leadership extends to her past role as president of the New York Metro chapter of the American Society of Interior Design (ASID ) . Additionally, she has contributed to numerous presentations and served as a judge in the residential and hospitality sectors.

**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.

**WCMA PRODUCT  
AWARDS 2023**

**WCMA**  
Window Covering Manufacturers Association

# Marketing and Merchandising Categories

**WCMA PRODUCT AWARDS 2023**





## Point of Sale Merchandising

### Sunbrella Custom Window Merchandising Display

#### Glen Raven

The Sunbrella Custom Window Merchandising display was a collaboration between Sunbrella designers Andy Gubbins/Beth Hathcock and UPC.

The Sunbrella Custom Window Merchandising Display is a freestanding display that allows specialty window treatment dealers to showcase new custom window treatment offerings from Sunbrella. A beautifully crafted frame displays an arrangement of soft drapery, roman shades and solar shades, while the credenza holds swatches in various colors, textures and patterns. The unit was built to inspire design conversations while showcasing the durability and fade-proof qualities of Sunbrella.



## Point of Sale Merchandising



### **2023 Provenance™ Woven Woods Sample Book**

**Hunter Douglas**

Kelly Foster, Jessica Yang and Silviya Barova

The NEW 2023 Provenance™ Woven Woods sample book offers 38 fabric styles in 82 different on-trend textures and color options. A complete Provenance Woven Wood selling tool with portable samples to enhance and ease the selling experience. The sample book features a removable photo book, large 5.5"X7.5" sample deck swatches, bracket mounting guides, a hardware color guide, Attached and Independent liner swatch sample decks and an edge banding sample deck.



## Point of Sale Merchandising

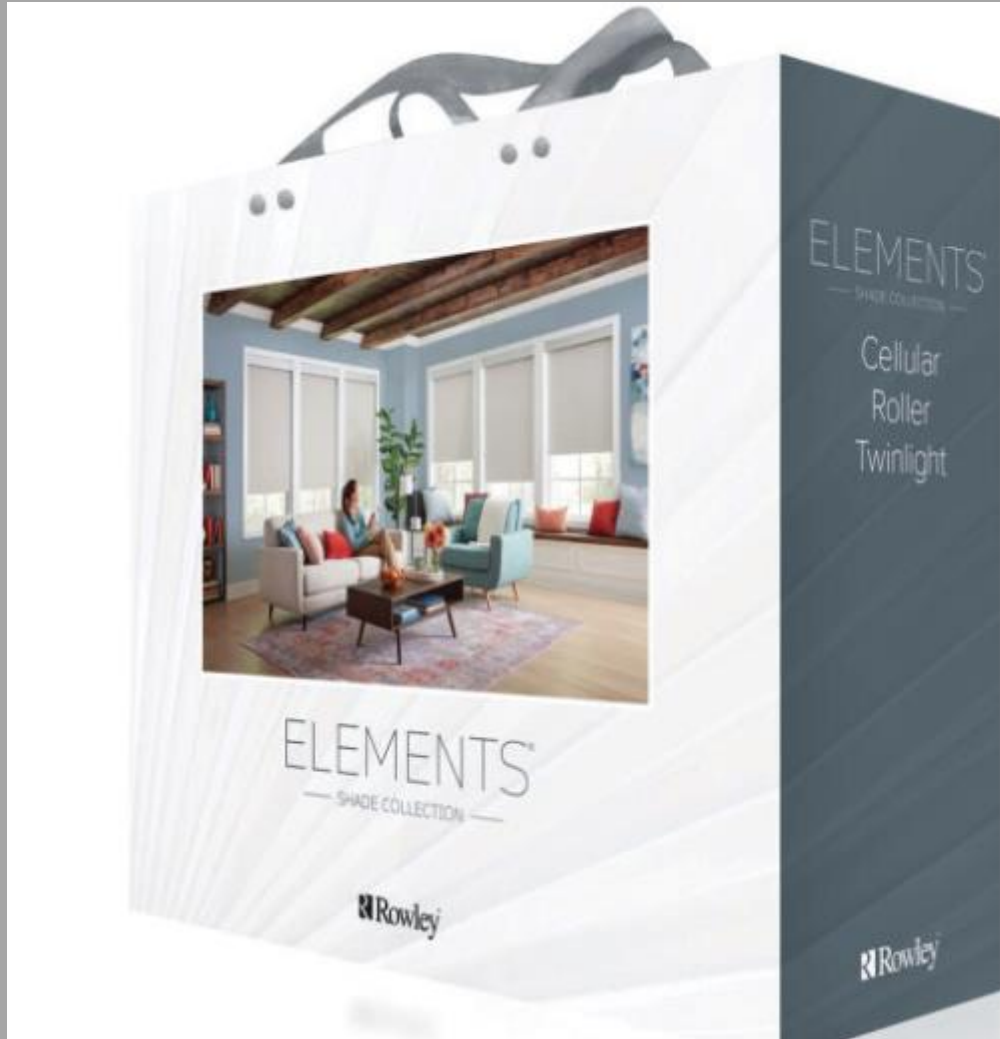


### **Designer Roller Shades & Skyline® Panels**

#### **Hunter Douglas**

Kelly Foster, Paige Wittman, Bethany Narvaez

The new Roller & Skyline® Panel sample book includes 52 new styles with 373 SKUs. Featuring updated Sheer and Semi-Sheer fabric offerings for use with the proprietary Duolite shade, and a Skyline Hardware Kit with a guide for custom color hardware options, and tools to demonstrate headrail mounting, bottom weights and fabric hanger. Additional features of the book include a removable photobook and fabric decks, as well as, opacity, hardware and Duolite guides that aid in the selling process.



## Point of Sale Merchandising

### **ELEMENTS® SHADE COLLECTION All-In-One Sample Book**

#### **Rowley**

TKristi Calleja, Holly Noe, Philip McCormick, Mikala Moller

The new ELEMENTS® SHADE COLLECTION features custom cellular, roller, solar, Twilight and decorative textile film. This convenient all-in-one sample book contains tools to help sell the collection including: Style Guide with options, features and benefits.

Specification Guide link.

Removeable decks for easy candling in the window.

Color sample card to view coordinating components.

FREE Quick Ship Elements® Express Cellular Shade Sample Card.

When You're In Your Element, It Just Feels Right.

## Point of Sale Merchandising



### Draper At Home Sales Kit

Draper, Inc.

Sarah Scott

The Draper At Home sales kit is more than a sample collection. It tells the story of our value & values as a company through samples, comparison tools, a lookbook, & other informational materials. Each piece demonstrates our commitment to quality, innovation, unlimited choice, customization, technical know-how, & luxury customer experience. Over 300 fabric samples feature cards, & color and openness tools help the sales professional walk the customer through our story to a happy ending: a sale!







## Trade Advertising, Education & Training Program



### **Certified Installer Hunter Douglas Learning & Development**

The Certified Installer program is a long-standing training and certification initiative, catering to both new and experienced installers. The program focuses on a blended learning approach, ongoing engagement, and collaboration between experienced and new installers. In 2023, the Customer Experience Training Center was introduced, offering immersive hands-on installation and classroom activities aligned with business initiatives. Seven two-day events were conducted with 180+ attendees. \$75/per

# Product Categories

**WCMA PRODUCT  
AWARDS 2023**





## Cellular & Pleated Shades

### **Duette® and Applause® SkyLift™ with Duolite®**

#### **Hunter Douglas**

Mark Schwandt, Dawn Selostok and the Hunter Douglas Honeycomb Team

Duette Honeycomb Shades SkyLift Duolite combines two opacities in one shade for high and often hard to reach Skylight applications. Schedule your SkyLift Duolite shade to open and close when you want by operating it with PowerView Automation. When paired with ClearView(R) sheer this product allows exceptional view through, yet offers protection for the interiors from harsh UV rays. This new design features no exposed cords or tension cables, offering a functional and child safe solution.





## Cellular & Pleated Shades



### Duette® Duolite® with ClearView® Sheer

#### Hunter Douglas

Textile and Material Design and Honeycomb Team

Duolite is now available up to 83% larger and with additional opacity combinations, including offering Light Filtering & Room Darkening in one shade! Pair Duolite with ClearView Sheer to simulate a Top-Down/Bottom-Up with no exposed cords, enjoying exceptionally clear view-through, softly diffused sunlight & interior protection from harsh UV rays. All Honeycomb fabrics are AERC certified, adding a layer of energy efficiency for homeowners, now more than ever with 2 fabric options in one shade!

## Cellular & Pleated Shades



### **Twin Pull for Honeycomb Coulisse**

Bas Klein Tunte & Ruben de Vries

Twin Pull stands out as the safest and most user-friendly method for manually operating honeycomb shades. These innovative wands redefine both convenience and safety, enabling effortless adjustment of shades to any desired position by pulling two wands – one to raise and one to lower shades. By eliminating the continuous loop associated with clutch-operated shades, Twin Pull prioritizes the well-being of children and pets.





## Cellular & Pleated Shades



### Honeycomb TDBU Motorized Coulisse

Bas Klein Tunte & Ruben de Vries

The motorized Honeycomb top-down/bottom-up system sets a new child safety standard. A patented mechanical stopper in the head rail of the system prevents the bottom rail from lifting the middle rail. As a result, the cords in the system remain tensioned at any time and will not hang loose, so no loops occur. This way, the stopper makes sure the system remains undamaged. The honeycomb TDBP motor has an integrated usb rechargeable lithium-ion battery that can be used on both sides of the headrail.



## Drapery Hardware



### Smart Curtain Track

#### Coulisse

Bas Klein Tunte & Ruben de Vries

Suitable for waved and pleated curtains, the curtain track boasts a minimalistic and modular design, facilitating easy transportation. The smart curtain concept includes a wired motor and a battery motor, supported by the latest technologies, Thread and Matter and powered by Motionblinds. The track is universal, requiring only a few specific parts for pleat and wave curtains, ensuring a seamless design and flawless operation.



## Energy Efficiency & Sustainability



### **Sonesse® 30 24V DC Zigbee**

**Somfy Systems, Inc.**

Developed by Somfy Group

The Sonesse® 30 24V DC Zigbee motor transforms motorized shading with its powerful features including but not limited to:  
Near Silent Operation (47 dB): Operates quietly for a serene environment.

Precision Motion: Soft start & stop for precise shade control.

Versatile Length and size: Fits smaller windows seamlessly.

Low-Voltage Wiring: Clean installation with safe, hidden wiring.

Smart Control: Convenient shade control via the TaHoma by Somfy app.



## Energy Efficiency & Sustainability

### **Honeycomb New Fabric Innovation Architella® Thea and Architella® Alexa**

#### **Hunter Douglas**

Hunter Douglas Textile and Material Design and Honeycomb teams.

New Architella® Thea™ & responsibly re-imagined Alexa™ outer cell fabrics now include 90% recycled content, contributing to responsible design and expanding the largest portfolio of energy efficient products eligible for US Energy Tax Credit. Innovative print technology coupled with recycled yarns creates a rich, layered look in Architella Thea. These products are certified by the Attachments Energy Rating Council (AERC), which showcases their energy-saving properties & sustainability benefits.





## Motorization & Automation



### **TaHoma® Switch**

**Somfy Systems, Inc.**

Developed by Somfy Group

The TaHoma® switch by Somfy is a powerful and intelligent control hub designed to manage up to 50 Somfy Zigbee products and 40 channels of Radio Technology Somfy® (RTS) motorized products. The compatible app, TaHoma by Somfy enables remote setup and configuration, providing access to smart shading from anywhere. The TaHoma® switch also leverages the Somfy Synergy™ API for seamless integration with third-party control systems like Amazon Alexa, Google Assistant, Apple Home and more.



## Motorization



### Sonesse® 30 PoE

Somfy Systems Inc.

Developed by Somfy Group

Introducing Somfy's groundbreaking Sonesse® 30 PoE motor, a revolutionary addition to motorized window treatments. This motor technology leverages Power over Ethernet (PoE), eliminating the need for additional hubs and offering a seamless integration process with unparalleled efficiency and cost savings. PoE allows both electrical DC power and IP data connectivity to be transmitted over a single Cat5e/Cat6 ethernet cable, streamlining the installation process and reducing associated cabling costs.



# Automation



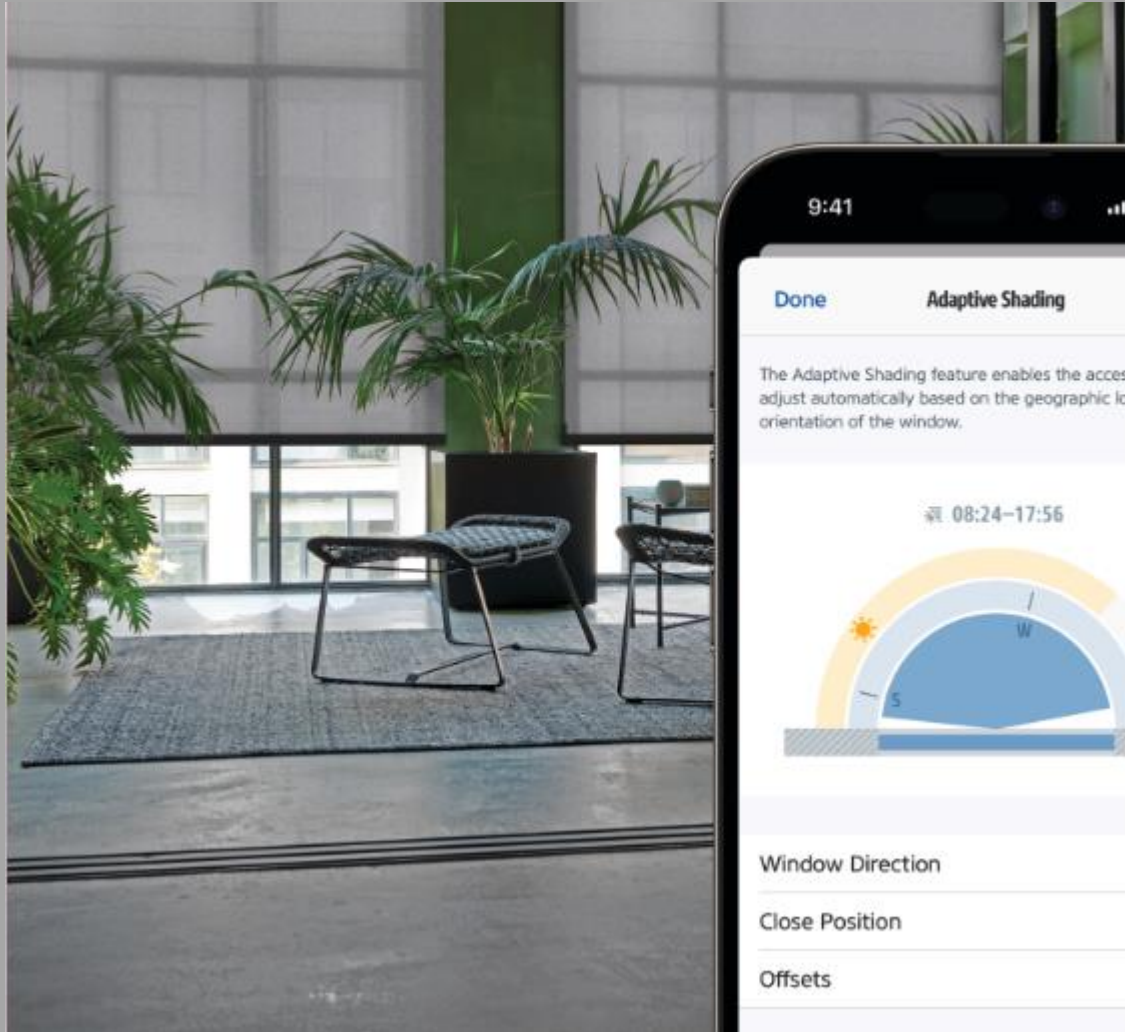
## Matter-over-Thread Motors

### Coulisse

Bas Klein Tunte, Ruben de Vries & Eve engineers

Coulisse's Eve Motionblinds motors, developed with smart home specialist Eve Systems, are among the first Matter-over-Thread products to hit the market. The all-in-one motors with built-in technology Matter-over-Thread can be easily integrated into smart home platforms – all without the need for proprietary bridges, manufacturer apps, or remote controls. With a border router from any major smart home platform, like Apple Home, Google Home, Amazon Alexa or SmartThings, the setup is quick and easy





## Automation



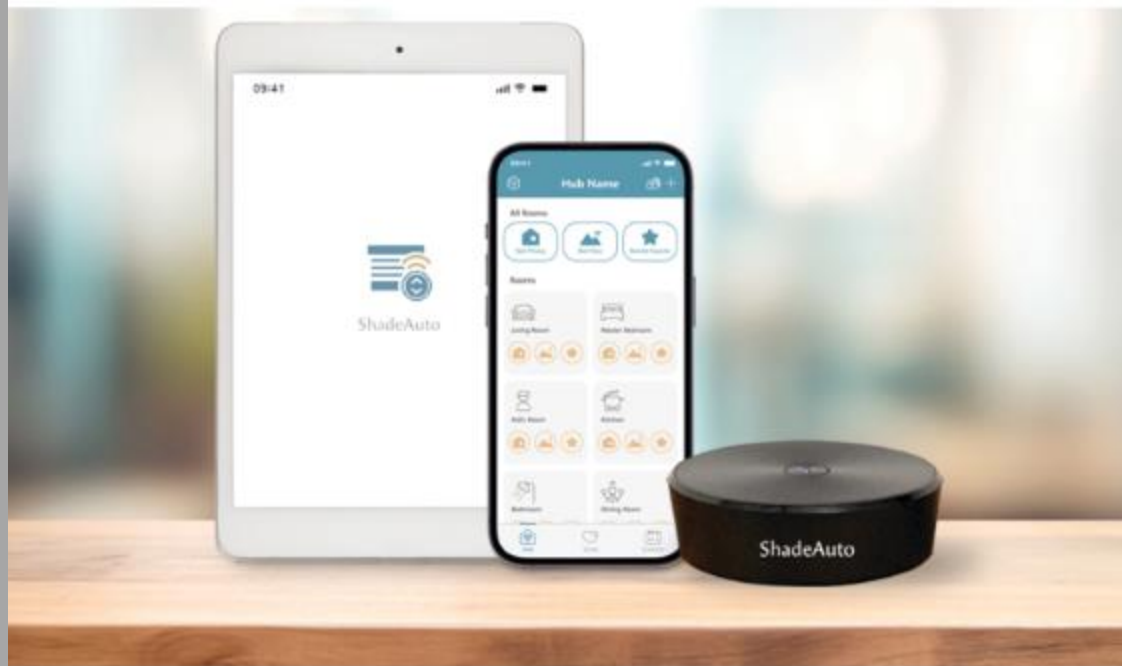
# Adaptive Shading for Eve Motionblinds

## Coulisse

Bas Klein Tunte & Eve engineers

Eve Motionblinds' Adaptive Shading feature ensures an optimal indoor climate by automatically darkening rooms during the day according to the position of the sun. Adaptive Shading contributes to the ultimate smart home experience and brings a new dimension to automated control of window coverings. The Eve app takes care of hyperlocal programming of Eve Motionblinds based on the location and orientation of the window. This way, it can operate window coverings according to the position of the sun.

## Motorization & Automation



ShadeAuto™ App & Hub for Norman Smart Motorization

**NORMAN**<sup>®</sup>  
SHUTTERS. BLINDS. SHADES.

### Norman Smart Motorization ShadeAuto Hub & App

Norman USA

Norman R&D Team

Norman Smart Motorization embodies innovation. With the ShadeAuto hub, you can effortlessly control a house full of motorized shades with a simple touch of a button using a smart device or voice commands, whether you're home or away. The intuitive ShadeAuto app allows you to personalize your experience by programming your shades to adjust automatically or seamlessly integrate with Smart Home solutions, such as Google Assistant, Alexa and HomeKit, for unparalleled convenience and security.





## AutoWand™ Motorization

**NORMAN®**  
SHUTTERS. BLINDS. SHADES.



Scan to Watch

## Motorization



### AutoWand Motorization

**Norman USA**

Norman R&D Team

AutoWand™ offer the convenience of motorized operation while retaining the look of classic window shades. Press the button and walk away. The built-in, rechargeable lithium-ion batteries eliminate the use of ordinary batteries. Simply connect the micro-USB to the wand pendant for an easy and eco-friendly recharging. The unique design allows the flexibility of concealing the wand for a clean and streamlined look.



## Horizontal Blinds (All Finishes)



Ultimate Normandy Blinds with Eco-friendly Stain Finish

**NORMAN**<sup>®</sup>  
SHUTTERS. BLINDS. SHADES.



### Ultimate Normandy Wood Blinds Regal Collection

**NORMAN USA**  
Norman R&D Team

Ultimate Normandy Wood blinds seamlessly blend environmental sustainability with timeless elegance. Harvested from forests regenerating every seven years, these blinds represent a conscientious choice for today's consumers. The Regal Collection features an eco-friendly finish, crafted from natural plant oils and vegetable waxes. Available in an array of contemporary colors, these finishes accentuate the wood's exquisite grain, resulting in slats with rich character and intensity.



## Roman & Roller Shades



### Designer Roller & Skyline Panels - New Fabrics

#### Hunter Douglas

Kelly Foster, Paige Wittman, Bethany Narvaez, Christa Lynam

The new Designer Roller & Skyline® Panel fabric collection is designed with a neutral palette that is sourced globally and provides the most complete and comprehensive offering on the market. 55% of the line is new and includes sumptuous textures and distinctive patterns in hues that cover the color spectrum, all in an array of light-control and privacy options. For an added benefit, 98% of the fabrics can be paired with Skyline® Gliding Window Panels, for whole-home coordination.





## Roman & Roller Shades



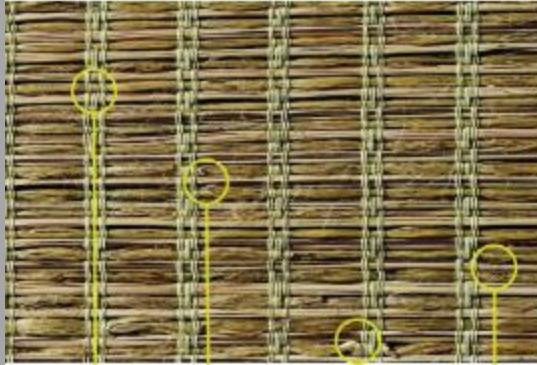
### Triathlon Roman Fabrication Kit

#### Lutron Electronics

Sheng Qu, Ben Matzke, Max Naar, Dave Kirby, Jonathan Ely, Gaetan Foisy, Spencer O'Donnell, Gaige Barber, David Leymeister

Lutron Triathlon Roman fabrication kits seamlessly blend Roman Shade aesthetics with unmatched battery technology. Enjoy whisper-quiet movement, precision alignment, and automated control with virtually any roman style and fabric. Triathlon Roman fabrication kits have a long-lasting 3-5 year battery life, thanks to the innovative spring-balancing technology – custom designed negative gradient springs suited for Roman shade load, and an on-device self-balance test that ensures smooth operation.

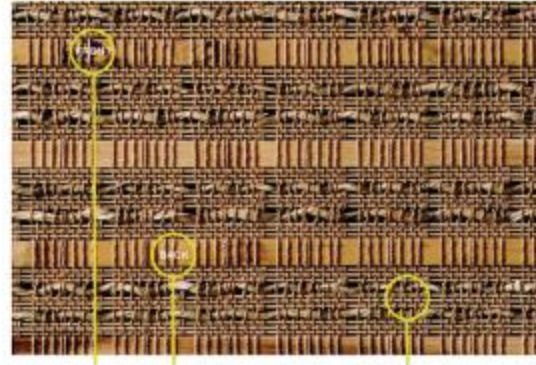




**Woven with multiple yarns**  
Sawright & Durability

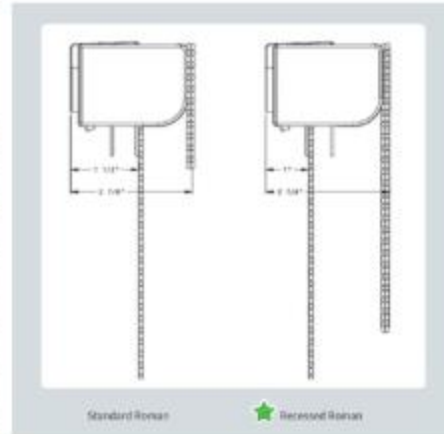
**Micro reeds every 1" to 1 1/2"**  
Prevents sagging and minimizes twisting

**Hand knotting & loose fibers**  
Extends length and added character



**Machine pressed bamboo & alternated slats**  
Reduces cupping or bowing - shade hangs flat

**100% poly five-ply yarn**  
Minimize stretching, twisting & fading



## Roman & Roller Shades

# New Provenance™ Woven Wood Fabrics and the NEW Recessed Roman shade Style



## Hunter Douglas

Ron Holt and Nick Muehlbauer (engineering); Kelly Rahn, Christa Lynam and Jordan Matthew (textile engineering)

The NEW 2023 Provenance™ Woven Wood fabric collection is 45% NEW with 38 new SKUs. All fabrics feature enhanced engineering and manufacturing, utilizing machine pressed bamboo to reduce cupping and bowing and weaving techniques to prevent sagging and minimize twisting. Also new is the Recessed Roman shade style featured on the Modern Headrail; similar to the Standard Roman but the front fabric hanging closer to the window at approximately 1" for enhanced privacy and light control.

## Specialty Applications & Miscellaneous Products



### Aura™ Illuminated Shades

Hunter Douglas

Motorization and Product Teams

Hunter Douglas Aura™ Illuminated Shades define a new category of shading products with a three-in-one design. Aura features a beautiful, custom front shade, a reflective room-darkening liner, and ambient illumination via programmable LED strips. The design merges natural and artificial lighting control, allowing homeowners to precisely balance radiance with ambiance and recreate the same soft-light-magic that translucent window coverings have in daylight.





## Specialty Applications & Miscellaneous Products



### **Duette® Honeycomb Shades 1-1/4\"** **Magnetic Hold Down Bracket**

**Hunter Douglas**

Sam Nesmith & the Honeycomb Team

Consumers love the larger look of 1-1/4" Architella shades offered by Duette. Meeting this demand, Magnetic Hold Down Brackets are now available for 1-1/4" fabrics. Building on the 2017 WCMA Award-Winning 3/4" bracket, this design fits larger fabrics, without compromise - magnets secure the bottom rail in place (French Doors) & release with ease. A soft material top & precision engineering reduce operation noise. Black brackets have been introduced to match windows and doors for a modern aesthetic.



## Specialty Applications & Miscellaneous Products



### **ELEMENTS® SHADE COLLECTION Decorative Textile Film**

#### **Rowley**

Kristi Calleja and Holly Noe

Elements Decorative Textile Film is an effortless solution for transforming hard-to-cover specialty shaped windows, doors, and side panels with options available in both sheer and semi-opaque colors that are self-adhesive and easy to install.

When You're In Your Element, It Just Feels Right.





## Verticals/Panel Tracks (All Finishes)



### Adjustable Sliding Panels (Me Time Series)

Calendar Enterprises Co., Ltd.  
GoDear Design engineer teams

Adjustable sliding panels with extendable 4-rail track and trimmable fabrics can be adjusted to fit windows and frame. With bottom bars, fabric cutting line can be hidden perfectly and look like custom-made finish. Perfect as window blinds, patio door blinds, room dividers and closet door. ME TIME SERIES are designed with nature inspiration aesthetic. The yarn-dyed paper fabric creates stereoscopic vision and unique color gradient. Suitable for most of interior styles. Available in 3 colors.



## Verticals/Panel Tracks (All Finishes)



### Panel track with window cleaning magnet

#### Coulisse

Bas Klein Tuinte & Ruben de Vries

Designed for convenience and a positive customer experience, this innovative design ensures the first panel is securely attached to the magnet, allowing all panels to be easily slid aside and moved away to clean the window behind it. With this magnet, cleaning windows becomes a breeze, combining practicality with efficiency for a seamless experience.



## Specialty Applications & Miscellaneous Products



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### Hunter Douglas

Motorization and Product Teams

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## Automation



## Matter-over-Thread motors

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