

# WCMA PRODUCT AWARDS 2024



***For Immediate Release***

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## **WINDOW COVERINGS INDUSTRY ANNOUNCES CALL FOR ENTRIES FOR 34<sup>th</sup> ANNUAL PRODUCT AWARDS COMPETITION**

**Washington, DC (January 31, 2025)** - The **Window Covering Manufacturers Association (WCMA)** announced its call for entries for the **34<sup>th</sup> annual WCMA Product Awards competition**. This year's awards will be held in person. Product submissions will be judged in the following product categories: cellular and pleated shades, drapery hardware, green products, horizontal blinds, motorization and automation, Roman and roller shades, shadings/sheers, shutters, specialty applications, miscellaneous products, and verticals/panel tracks.

The **WCMA Product Awards competition** will honor manufacturers for the design ingenuity, attention-grabbing styles, and technical advancements of their 2024 window covering products and for the past year's standout marketing programs and services.

Nominated products will be reviewed for innovation, aesthetic appeal, creativity, quality, practicality, and marketability by a panel of industry experts. Window coverings manufacturers are eligible for awards for their marketing and merchandising programs, selected by the judges for their execution and their achievements.

The *WCMA Product of the Year* is awarded to the window covering product, selected from any category, for its standout design, style, and technical innovation. All manufacturers and suppliers of window covering products in the United States and Canada are encouraged to submit products and marketing programs introduced to the market and available to consumers between December 31, 2023 and December 31, 2024 for consideration.

The 2024 WCMA Product Awards winners will be announced at the IWCE show this Spring.

Online application for entry, with additional information on the competition, is available at the WCMA Web site: [www.wcmanet.com](http://www.wcmanet.com). Applicants will be required to submit a video showcasing the product. Deadline for submitting nominations online for the 2024 WCMA Product Awards is **February 28, 2025**.

For 34 consecutive years the WCMA Product Awards have honored products developed by companies such as Comfortex Window Fashions; Coulissee Inc.; Hunter Douglas; Lutron Electronics., Inc.; Maxxmar Window Fashions; Norman Window Fashions; Orion Ornamental Iron, Inc.; Rollease Acmeda; and many others.

For further information, contact Danielle Myers at 212.297.2105. Application for entry will be available online at <http://www.wcmanet.com>.

**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.

**About the WCMA Product Awards:** For the past 34 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 2024 WCMA Product Awards program, contact Danielle Myers at 212.297.2105.

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