

WCMA PRODUCT AWARDS 2024



For Immediate Release

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AWARD-WINNING WINDOW COVERING PRODUCTS ANNOUNCED

Industry's Engineering and Design Teams Celebrated

Washington, D.C. (April 16, 2025) – The Window Covering Manufacturers Association (WCMA) announced the winners of the 33rd Annual Product Awards which recognize the best of the window covering industry's new products, educational and merchandising programs that were launched in 2024.

Winners were selected in nine categories including cellular and pleated shades; “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. Twenty-six (26) 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; Draper, Inc.; Hunter Douglas; Louvolite; Norman USA; Phifer Incorporated; Rollease Acmeda; and Somfy Systems, Inc.**

Hunter Douglas' Aria Soft Blinds was selected as the 2024 WCMA Product of the Year. Aria Soft Blinds are crafted of elegantly textured fabric, giving you a variety of opacity options for gently filtering sunlight. This new take on a classic design combines the timeless aesthetic and enhanced view-through of a horizontal blind with the beauty and light-transforming qualities of a fabric shading. Aria Soft Blinds come standard with privacy routing, the LiteRise[®] operating system, and the proprietary new EasyTiltTM control system.

“The Aria Soft Blinds 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 2024 innovations on the WCMA website: www.wcmanet.com.”

WCMA PRODUCT AWARDS JUDGES

This year’s judges included design community experts Susan Arann and Deb Barrett.

SUSAN ARANN is the principal at American & International Designs Inc., a renowned interior design firm located in New York City. 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.

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 IACET accredited speaker and a past member of the board of directors for Interior Design Continuing Education Council (IDCEC) and Women’s Professional Development Network in Home Furnishings (Withit). Most recently she was awarded the Educator of the Year award by Withit and the Industry Icon Award at the International Window Coverings Expo.

The judges recognized Louvolite for their Perfect Fit Shutter Lite with the Judges’ Award. The Perfect Fit Shutter Lite is a cost-effective, easy-to-install shutter for upvc windows and doors. Traditional shutters can be challenging and time-consuming to measure and install - particularly for a consumer buying online. To measure for a Perfect Fit Shutter, simply record the glass size of the window, width and drop. To install, Louvolite has now combined the simplicity and affordability of its no drill, no screws installation concept, just click to fit.

All submissions will be featured on the WCMA website throughout the year: www.wcmanet.com.

The full list of the WCMA 2024 Product Awards winners are below.

WCMA 2024 PRODUCT OF THE YEAR

Aria Soft Blinds
Best New Style Concept & Best New Technical Innovation
Hunter Douglas

JUDGES' AWARD

Perfect Fit Shutter Lite
Best New Style Concept
Louvolite

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

Vertiglide™ Internal Cord Redesign

Best New Technical Innovation
Hunter Douglas

CA SmartFit Shades
Honorable Mention
Norman USA

Green Products

SheerWeave RE-USE
Best New Technical Innovation
Phifer Incorporated

Horizontal Blinds (all finishes)

Aria Soft Blinds
Best New Style Concept & Best New Technical Innovation
Hunter Douglas

Motorization & Automation

Top-down Bottom-up 45 WireFree™ Zigbee
Best New Technical Innovation
Somfy Systems, Inc.

Norman Smart Motorized Roller Shades
Best New Style Concept
Norman USA

Roman & Roller Shades

Louvolite Grip Fit
Best New Technical Innovation
Louvolite

Opulence Series Brackets
Best New Style Concept
Rollease Acmeda

Shadings/Sheers

Norman Smart Motorized SmartDrape
Best New Style Concept & Best New Technical Innovation
Norman USA

Shutters

SoftClose™ for Bypass Track Systems
Best New Technical Innovation
Hunter Douglas

Perfect Fit Shutter Lite
Best New Style Concept
Louvolite

Vertical/ Panel Tracks (All Finishes)

Adjustable Sliding Panels (Blackout Series)
Best New Style Concept
Calendar Enterprises Co., Ltd.

Specialty Applications & Miscellaneous Products

Universal Cord Tensioner
Best New Technical Innovation
Hunter Douglas

MARKETING & MERCHANDISING AWARD WINNERS

Best Consumer Advertising & Education Campaign

Norman Visualizer
Best Consumer Advertising & Education Campaign
Norman USA

Best Point of Sale Merchandising

Norman Virtual Showroom
Best New Technical Innovation
Norman USA

ALTA Banded Shades
Best New Style Concept
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 33 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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