

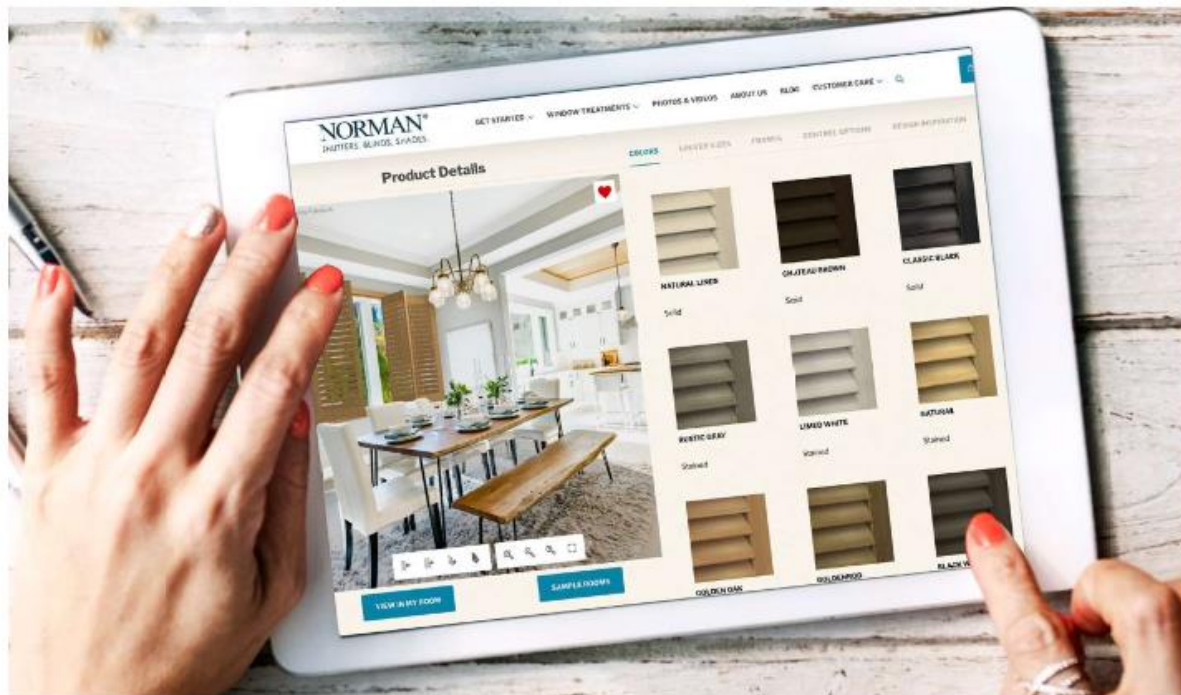
WCMA PRODUCT AWARDS 2024





Marketing and Merchandising Winners

Consumer Advertising & Education Campaign



Norman Visualizer Norman USA Norman Marketing Team

Shop with confidence using the Norman Visualizer, powered by augmented reality to let you design and customize window treatments in real time. Available as a free app on the App Store or via product pages on the Norman website. Upload a photo of your room or use a sample room, then personalize colors, styles, and operating systems. Compare designs, share with others, and save for later. Tailor your window treatments to fit your style and see your space in a new light!





Point of Sale Merchandising



ALTA Banded Shades

Hunter Douglas

Betty Weber, Maggie Ku, Kimberly Currie

The new Alta Banded sample book includes 18 new collections for a total of 101 on trend designs and colors. The collection has fabrics with different band sizes for view preference. There are fabric styles available in multiple band sizes, opacities and two styles that have matches in the Roller shade program. Each fabric swatch is showcased on large individual acetate decks. The new sample book includes a removable inspirational book with a bracket mounting template for top treatment.

Point of Sale Merchandising



Norman Virtual Showroom

Norman USA

Norman Marketing Team

Explore our virtual showroom from home—browse products, compare styles, and learn about features before meeting with a retailer. Get inspired, see how designs come to life, and arrive at appointments with a clear vision, saving time for both customers and retailers. For in-home sellers, sending a virtual tour streamlines decision-making. Whether shopping or preparing for a consultation, our virtual showroom makes exploring and choosing easier than ever.



Product Winners

Cellular & Pleated Shades



Vertiglide™ Internal Cord Redesign

Hunter Douglas

Nick Andrews

An ideal choice for vertical side-to-side openings, sliding-glass doors or as room dividers, Vertiglide™ is available as a child-safe, cordless operating system on our Duette® and Applause® Honeycomb Shades. The new internal cording re-design utilizes thoughtfully engineered components to conceal previously exposed cords into the headrail. This new design demonstrates Hunter Douglas' commitment to enhance our products, and further promote child safe window covering solutions.



Cellular & Pleated Shades



CA SmartFit Shades

Norman USA

Norman R&D Team

Introducing the award-winning CA SmartFit®, an innovative honeycomb shade designed exclusively for Canada. Available in 3/8" single-cell fabric, choose between light-filtering or room-darkening options. Its unique side-mounted design eliminates the need for a stationary top rail and middle cords, enhancing child and pet safety. With advanced light-blocking channels, SmartFit® minimizes side light gaps, perfect for various windows. Elevate your space with style, safety, and comfort.



Green Products



SheerWeave RE-USE[®]

Phifer Incorporated

Paula Deason and Ronny Adrian

SheerWeave RE-USE[®] is a 100% PVC-free interior shading fabric that offers the look, feel, and performance of traditional PVC-coated fabrics while prioritizing sustainability. This product is made with REPREVE[®] performance fiber made from recycled plastic bottles. Products made with REPREVE help conserve energy and natural resources. Available in eight stylish colors and three openness factors, this fabric provides versatile light control and complements any interior design or façade orientation.

Motorization & Automation



Top-down Bottom-up 45 WireFree™ Zigbee

Somfy Systems, Inc.

Somfy Systems, Inc.

Somfy's TDBU 45 WireFree motor and Ysia® TDBU remote provide a seamless, easy-to-install solution for operating window coverings with top-down, bottom-up functionality. This system features a discreet lithium-ion battery and Zigbee 3.0 technology for easy installation and compatibility with TaHoma® pro and other connected solutions. The user-friendly Ysia® TDBU remote is unique to the shading market, providing intuitive control for each function.



Roman & Roller Shades



Norman Smart Motorized Roller Shades

Norman USA
Norman R&D

Recharging motorized shades can be difficult, especially for high windows. The Norman Smart Motorized Roller Shade offers effortless convenience with an innovative charging port that connects to a Norman® rechargeable wand—no ladders, no hassle. Cleverly concealed by a sleek fabric valance, it blends style with function. A smarter, safer, and greener way to power your shades—upgrade today with Norman Smart Motorized Roller Shades.



Roman & Roller Shades



Louvolite Grip Fit

Louvolite

Louvolite R & D

Louvolite's Grip Fit™ installation system is a game-changer for roller blinds, enabling effortless, tool-free fitting in seconds. With no drilling or screws required, it ensures a quick, clean setup without damage to walls or window recesses. Perfect for homes, offices and rental properties, Grip Fit™ is compatible with motorised and chain-operated blinds. This innovative system offers a stress-free, damage-free solution, making it the ideal choice for fitting roller shades.

Roman & Roller Shades



Opulence Series Brackets

Rollease Acmeda

Matthew Weitz (Product Manager),
Oliver Chauhan (Mechanical Engineer), and
Dean Jay (Sr. Mechanical Engineer)

The Opulence™ Series offers round and square brackets in a variety of colors, including White, Black, Satin Nickel & Antique Bronze. These sleek, contemporary brackets deliver a premium upgrade for Skyline and RB09 Series shade systems. Whether your style is modern or timeless, Opulence™ offers the perfect finishing touch to elevate any residential or commercial space. Additional shade accessories are available to match the sleek finish.



Shadings/Sheers



Norman Smart Motorized SmartDrape

Norman USA

Norman R&D Team

With the push of a button, Norman® Smart Motorized SmartDrape™ offers effortless control over light and privacy. Its innovative dual-motor design smoothly opens, closes, and adjusts the angle of individual fabric vanes. The ultra-quiet motor operates seamlessly, while the intuitive remote or user friendly ShadeAuto™ app allows for preset positions and scheduling—even when you're away. Perfect for wide windows and sliding doors, it combines a modern drapery look with cutting-edge convenience.





Verticals/Panel Tracks (All Finishes)



Adjustable Sliding Panels (Blackout Series)

Calendar Enterprises Co., Ltd.
GoDear Design Engineer Teams

Adjustable sliding panels feature an extendable 4-rail track and trimmable fabrics for a tailored fit. The bottom bars conceal cut edges for a custom look. Made of natural woven fabrics, TPU film, and polyester backing, the blackout panels block 99.99% of light with UV protection while ensuring durability. The paper-woven texture creates a ripple effect, adding soft, elegant tones. Available in two colors, they serve as stylish window blinds, patio door covers, room dividers, or closet doors.

Specialty Applications & Misc. Products



**Black
048**

**Rich Cream
320**

**White Tiara
661**

**Ash
689**

**Desert Gold
903**

Universal Cord Tensioner Hunter Douglas Tim Fries and Jeff Spray

The new Universal Cord Tensioner (UCT) incorporates additional safety features required by the CPSC regulation while maintaining the look of the previous UCT. The new UCT features a secondary lock to prevent the cord/chain from being operated if the UCT is not mounted properly.

Shutters



SoftClose™ for Bypass Track Systems

Hunter Douglas

Michael Hansen, Ethan Duke, Ignacio Serrano

SoftClose™ for Bypass Track Systems offers one-touch control for soft, smooth PANEL closure on bypass track shutters. When traversing the panels, the SoftClose mechanism slows the panel as it approaches the side frame to prevent slamming or pinching children's fingers. It also helps keep panels closed tight to the side frames. SoftClose™ for Bypass comes standard on all Hunter Douglas® Bypass Shutters.





Shutters



Perfect Fit Shutter Lite

Louvolite

Louvolite Research & Development

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.



Horizontal Blinds (All Finishes)



Aria Soft Blinds Hunter Douglas (for Hunter Douglas)

Wendell Colson, David McNell, Matt DiFrancesco,
Dan Fogarty, Paul Swiszczy, Erick Phillips

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 EasyTilt™ control system.