

Special Thanks To The 2024 WCMA Product Awards Panel of Judges

About Awards

The WCMA Product Awards program is open to all manufacturers and suppliers of window covering products in the United States and Canada. To be eligible for the program, products must have been introduced during the announced calendar period and have a design originating with the submitting company. The design innovation must be an integral component of, or be used in conjunction with, products currently offered for sale to the general public as part of the submitting company's current product line.

For the past 33 years, the WCMA Product Awards Program has bestowed over 700 awards. The WCMA Product Awards recognize significant product advancements in the window covering industry and highlights the important services and products the industry provides.

The Judges' Award is reserved for a submission selected by the judges that exhibits measurable benefit or standout aesthetic appeal to end users.

The Product of the Year is reserved for a submission selected by the judges for its design and innovation.

Product Categories

Cellular and Pleated Shades
Drapery Hardware
Green/Energy Efficient Products
Horizontal Blinds
Motorization and Automation
Roman & Roller Shades
Shadings/Sheers
Shutters
Specialty Applications & Misc. Products
Verticals/Panel Tracks

Merchandising Categories

Consumer Advertising & Education Campaign
Point of Sale Merchandising
Trade Advertising, Education & Training Program
Window Covering Safety Education & Awareness Campaign

About WCMA

Originally organized in the 1950s as the Venetian Blind Council, the Window Covering Manufacturers Association (WCMA) represents the interests of the window covering industry manufacturers, fabricators and assemblers. WCMA has three membership categories: Manufacturers, Fabricators and Associates. Manufacturers, Fabricators and Associates. Membership in the Manufacturers category is limited to companies engaged in the business of manufacturing or assembling interior or exterior window covering products. The Fabricator category includes members whose companies are engaged in the business of fabricating or assembly of interior or exterior window coverings. The Associates category includes members whose companies are not eligible for membership in the Manufacturer or Fabricator categories, but are interested in the welfare of the window covering industry. Suppliers of goods and services to manufacturers and fabricators comprise many of the members in the Associates category.

For more information about WCMA and the WCMA Product Awards program, contact WCMA at 212.297.2105. View all nominated products online: www.wcmanet.com



WCNA PRODUCT AVARDS 2024

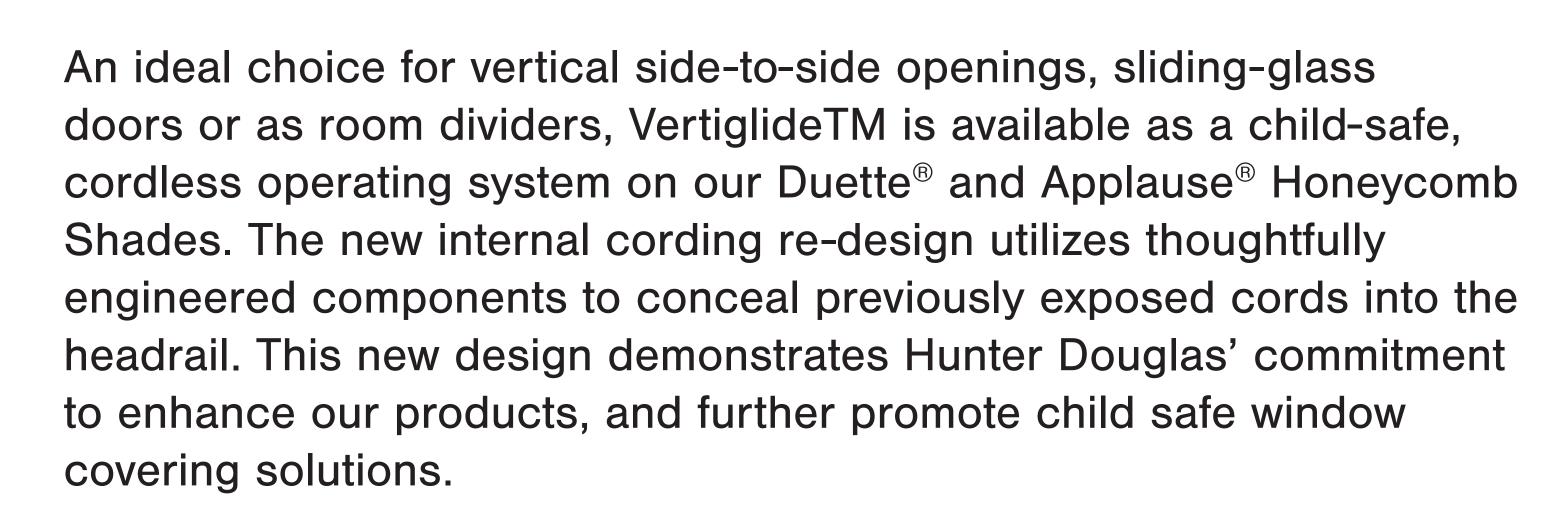


Cellular & Pleated Shades

VertiglideTM Internal Cord Redesign

Hunter Douglas

Nick Andrews





Honorable Mention

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.



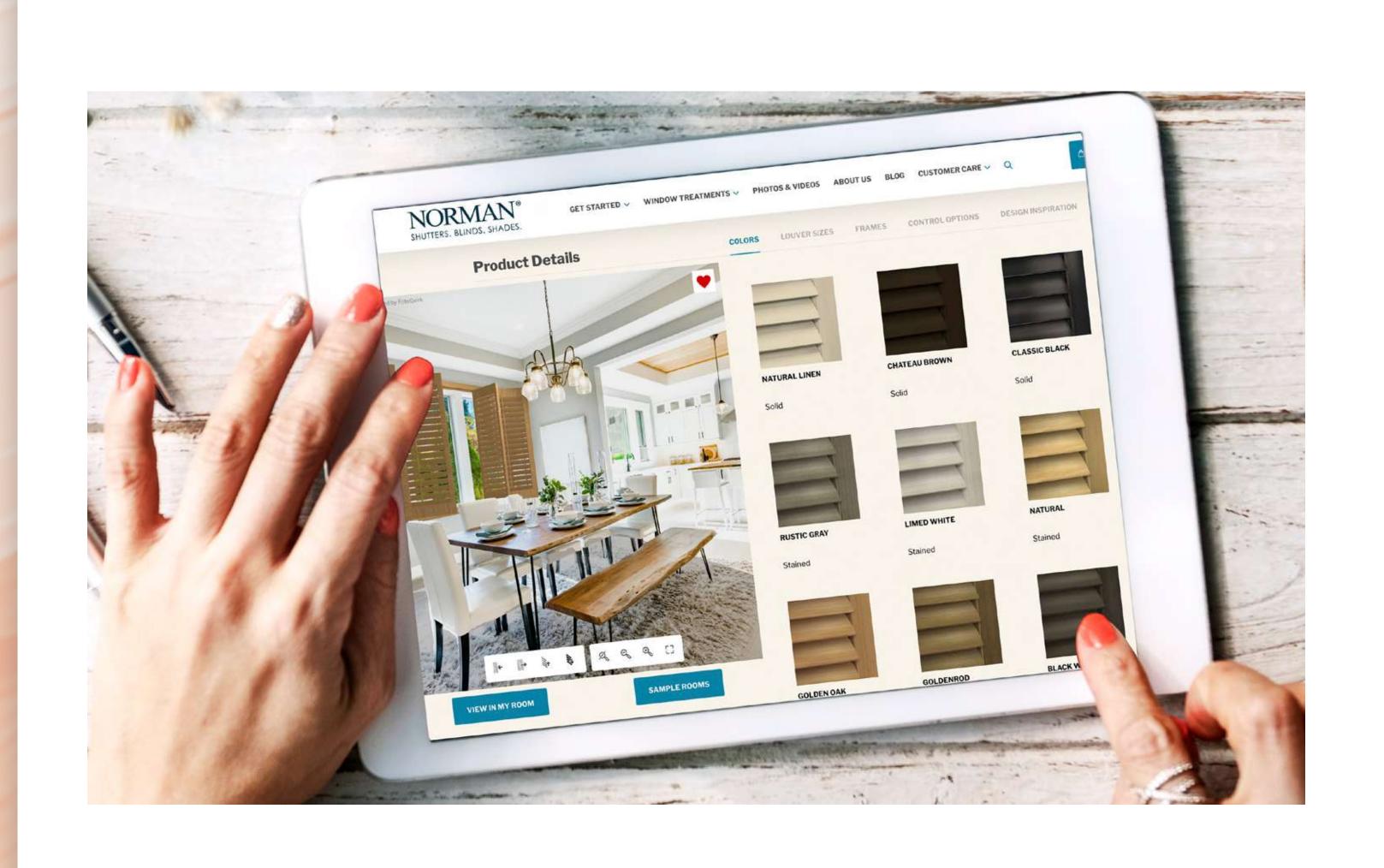


CA Vertical Honeycomb Shades Norman USA

Norman R&D Team

Introducing CA Vertical Honeycomb Shades, the perfect solution for patio sliding doors and windows uniquely crafted for the Canadian market. Covering up to 146 inches wide and 98 inches tall, these cordless shades ensure safety and peace of mind. Available in two cell sizes and various trendy colors, they are stylish and energyefficient. The Day and Night option offers room-darkening and light-filtering fabrics in one shade. Versatile, energy-efficient, and child-safe.

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!



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.

Green Products

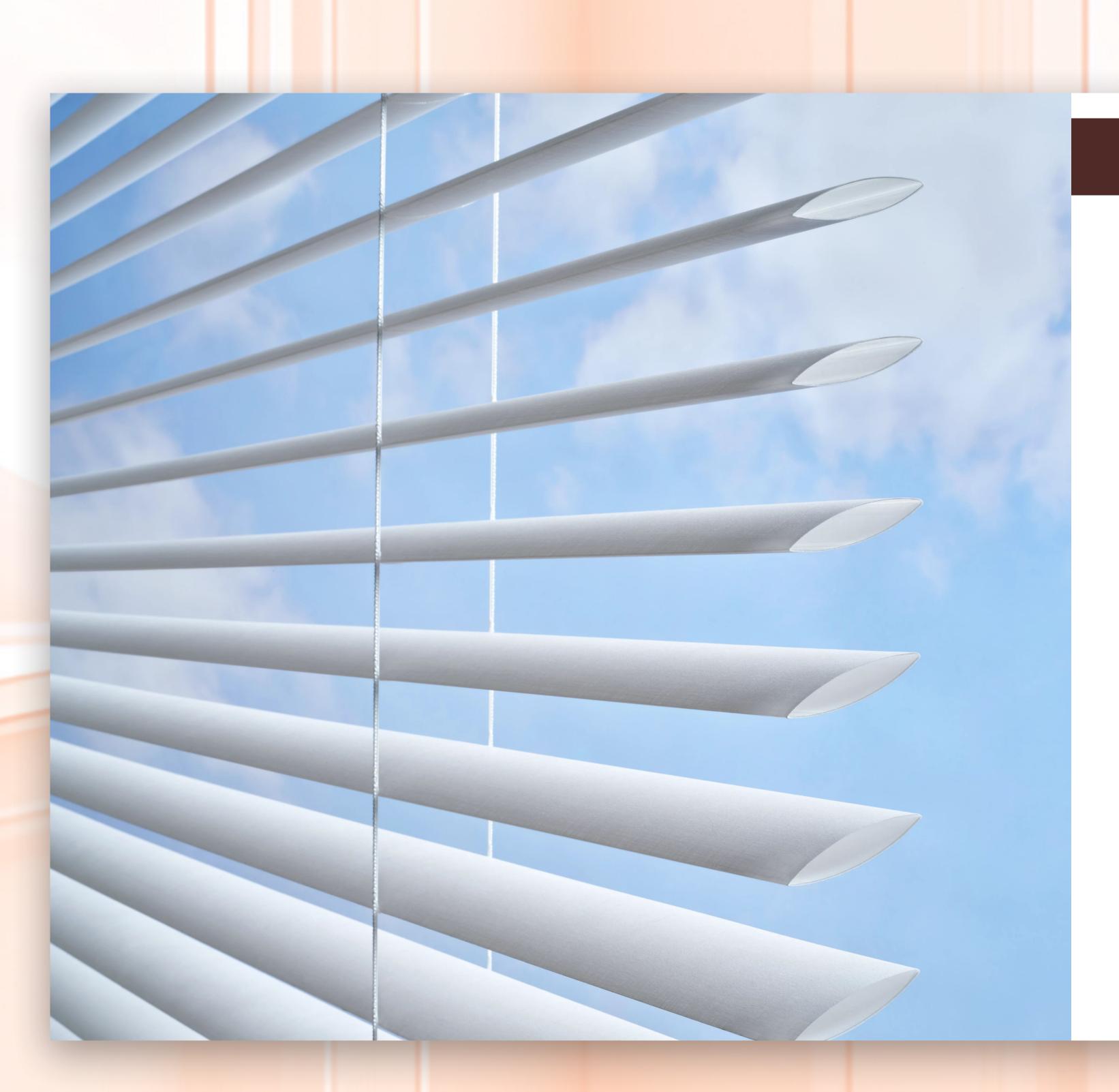


CA Premium Faux Wood Blinds

Norman USA

Norman R&D Team

Style or sustainability? With CA Premium Cordless Faux Wood Blinds, you can have both. Crafted for style, durability, and sustainability, these blinds feature a sleek, cordless design, ensuring safety and full recyclability. The slat materials are fully recyclable, a first in the industry, showcasing our commitment to green practices. By recycling plastic products, we reduce waste, conserve resources, and lower greenhouse gas emissions.



Horizontal Blinds (All Finishes)





Aria Soft Blinds

Hunter Douglas

(for Hunter Douglas)

Wendell Colson, David McNell, Matt DiFrancesco, Dan Fogarty, Paul Swiszcz, 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 EasyTiltTM control system.

Horizontal Blinds (All Finishes)





CA Premium Faux Wood Blinds

Norman R&D Team

Norman USA

Enhance any space with CA Premium Cordless Faux Wood Blinds—crafted for style, durability, and sustainability. These blinds feature a sleek, cordless design, ensuring safety and sustainability, making them perfect for modern living. The extra-wide ladder spacing provides clear views and ample natural light. Available in a variety of colors, including trendy whites, and with sizes up to 84" wide and 96" high, they are ideal for any window.



Motorization & Automation

Hunter Douglas Solar Charger

Hunter Douglas

Jesse Perreault and Jason Kabana

This add-on Solar Charger is designed to extend the operational life of a rechargeable battery-equipped PowerView® or SoftTouch® shade. Due to its uniquely efficient design, the Solar Charger offers unparalleled low-light harvesting capabilities to allow for more versatile and effective charging applications. The charger works extremely well even in low-light, north-facing windows—meaning the majority of rechargeable shades connected to the Solar Charger will no longer require manual recharging.

Motorization & Automation





Top-down Bottom-up 45 WireFreeTM 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.

Point of Sale Merchandising



ALTA Honeycomb Shades Sample Book

Hunter Douglas

John Anthony, Vanessa Becerra, Todd Grafton, Kim Currie

The new Alta Honeycomb book features a completely refreshed color palette with 66 new colors and over 200 new sku's across all opacities and cell sizes. Large expansion of our 1-1/4" cell offering from 16 SKU's to 112. The book is organized by fabric family showing the complete offering within each family in a streamlined manner. Also features sales tools like a "playground" page showcasing all cell sizes and opacities, removable photobook, mounting card, and hardware color card.



Point of Sale Merchandising

ALTA Roller & Panel Track Shades

Hunter Douglas

Betty Weber, Maggie Ku, Kimberly Currie

The new Alta Roller book features 57 new collections for a total of 410 SKUs. 98% are available for Panel Track. Noteworthy options include sustainable fabrics and a curated printed collection. The new sample bag is organized in three binders for ease of fabric selection. Sales tools such as the removable photobook, mounting templates, aluminum and plastic color chips for coordinating accessories, and fabric deck holder that could be suctioned onto the window help enable the selling process.



Point of Sale Merchandising



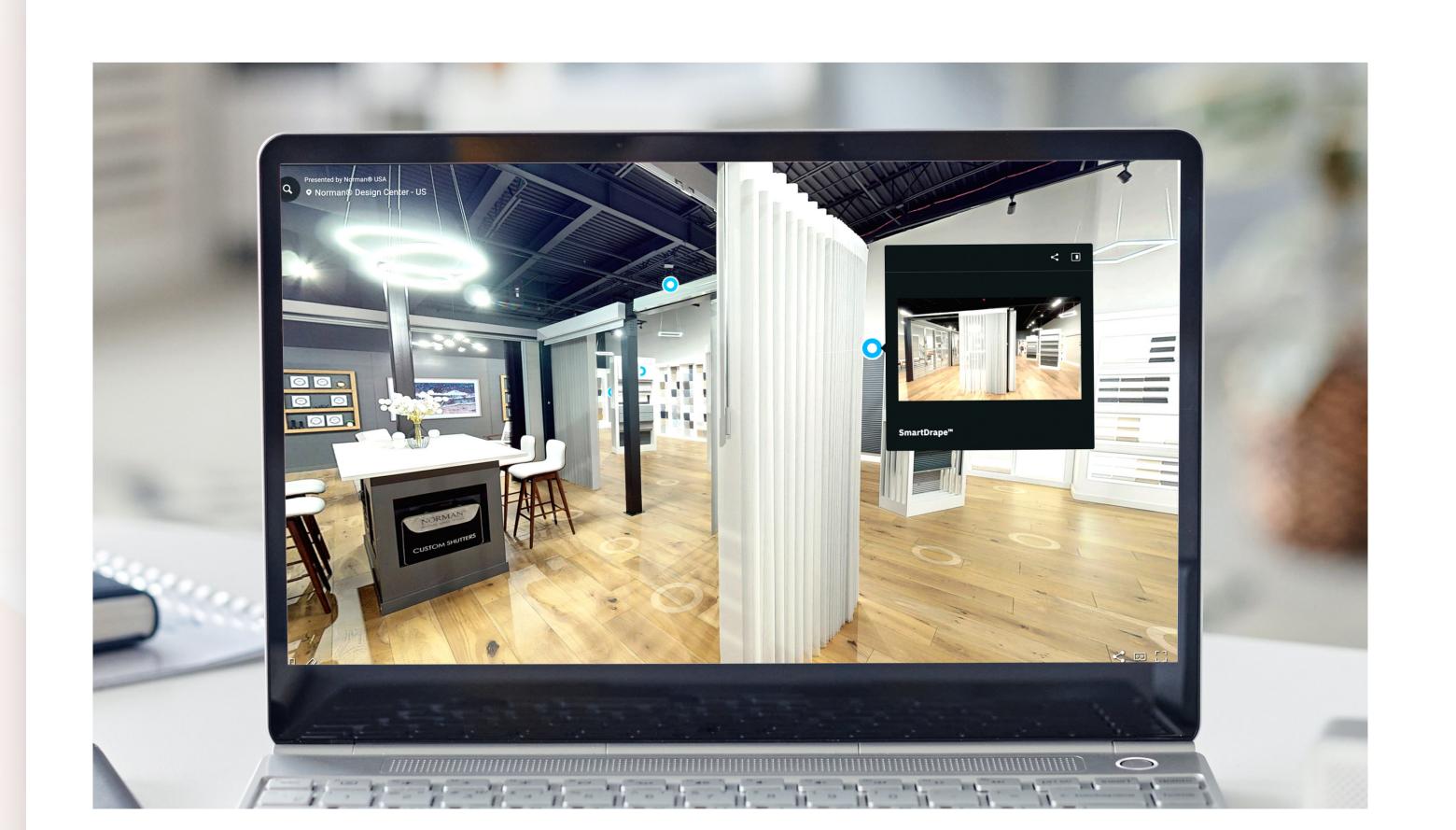
ALTA Banded Shades

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





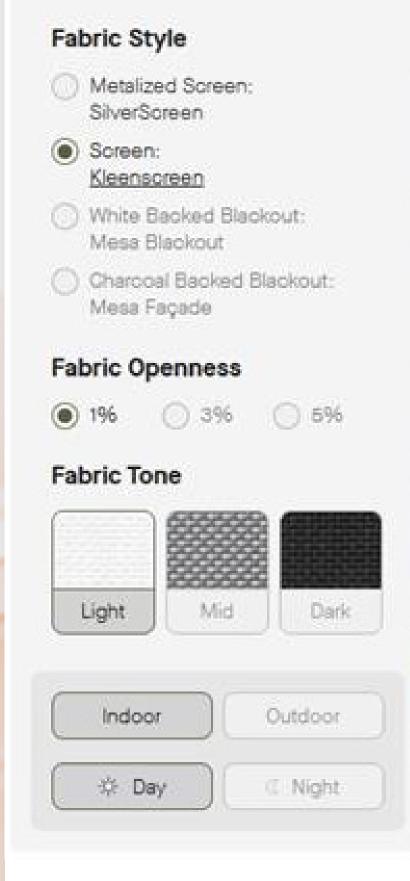
Norman Virtual Showroom

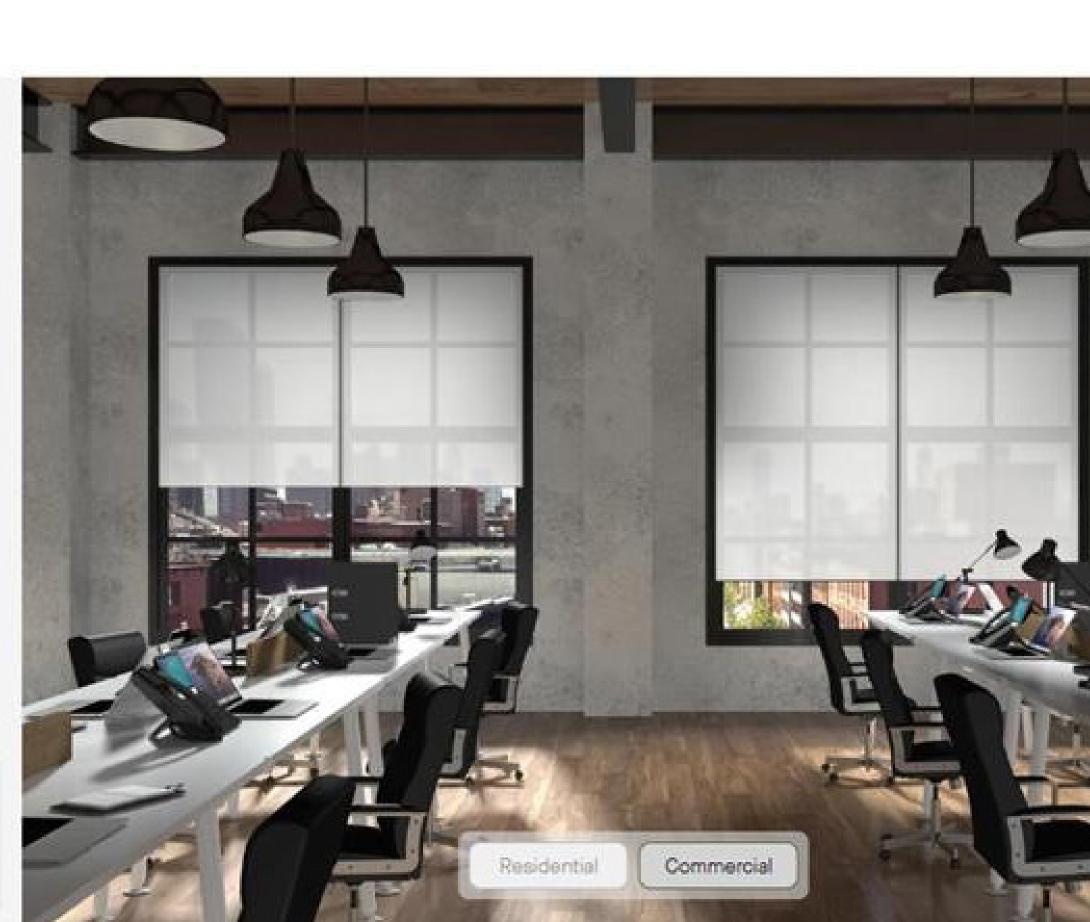
Norman USA

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.

Point of Sale Merchandising





Texstyle Commercial Visualizer Educational Tool

Rollease Acmeda

Lindsey DeSalvo, Josh Murray, Jessica Bondell

The Texstyle Commercial Visualizer Educational Tool is an interactive way for salespeople and customers to educate themselves on how various fabrics interact with light and therefore look in a window. By selecting from a representative fabric offering, the time of day, and the view location, users can get a feel for how the fabric will look in the application. The hardest part of selecting a window covering is visualizing how it will look in the space, and this tool addresses that challenge.



Roman & Roller Shades

FlexStyle Cassette

Draper, Inc.

Steve Enochs

The beautiful motorized or manual FlexStyle® Cassette is available in two modern profile shapes: Whether you prefer a clean, square design or a gentle curve, these shades add a touch of sophistication to any space with no visible fasteners.

The cassette is wrapped in fabric or finished in textured Antique Bronze, or matte Black, White, Taupe, Warm White, or Grey. Spring-loaded mounting brackets require only one screw each, then simply lift the cassette into place, where it remains secure.



Roman & Roller Shades



Louvolite Grip Fit

Louvolite

Louvolite R & D

Louvolite's Grip FitTM 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 FitTM 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 OpulenceTM 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, OpulenceTM offers the perfect finishing touch to elevate any residential or commercial space. Additional shade accessories are available to match the sleek finish.



WCNA PRODUCT AVARDS 2024



Roman & Roller Shades

Easy Spring Air

Rollease Acmeda

Anthony Russo (Sr. Product Manager), Dean Jay (Sr. Mechanical Engineer), and Joshua Wang (Mechanical Engineer)

Easy Spring Air cordless roller is a simple yet robust balanced spring system that allows optimal shade positioning by simply placing the bottom rail in the desired location. The single piece, adjustable spring system consists of just 6 SKUs and cuts down fabrication time and effort. The smooth operation along with the ability for the end user to quickly and easily adjust tension with the shade in place makes this the most user friendly and versatile balanced shade on the market.

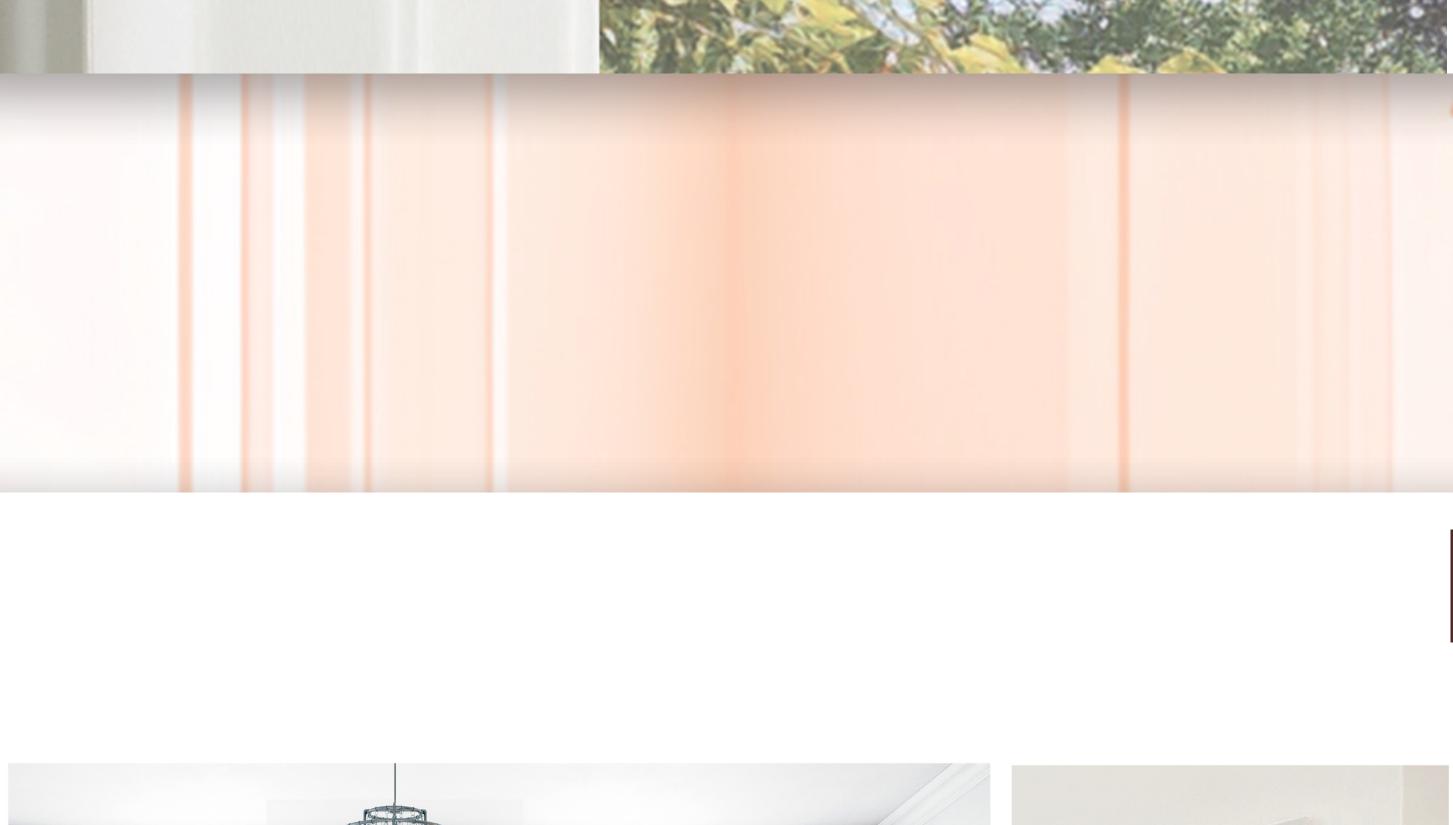


Louvolite Smart Rail

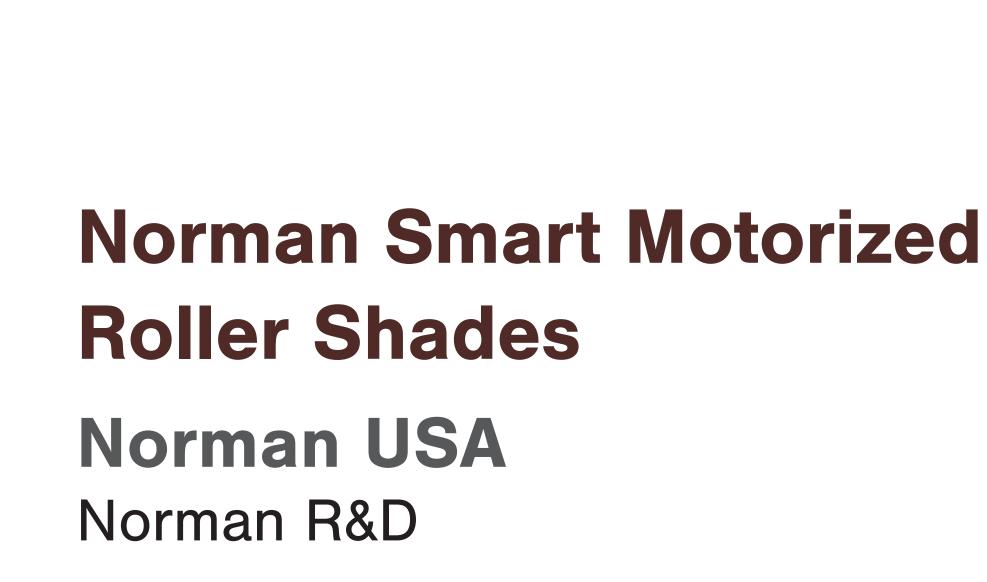
Louvolite

Louvolite R & D

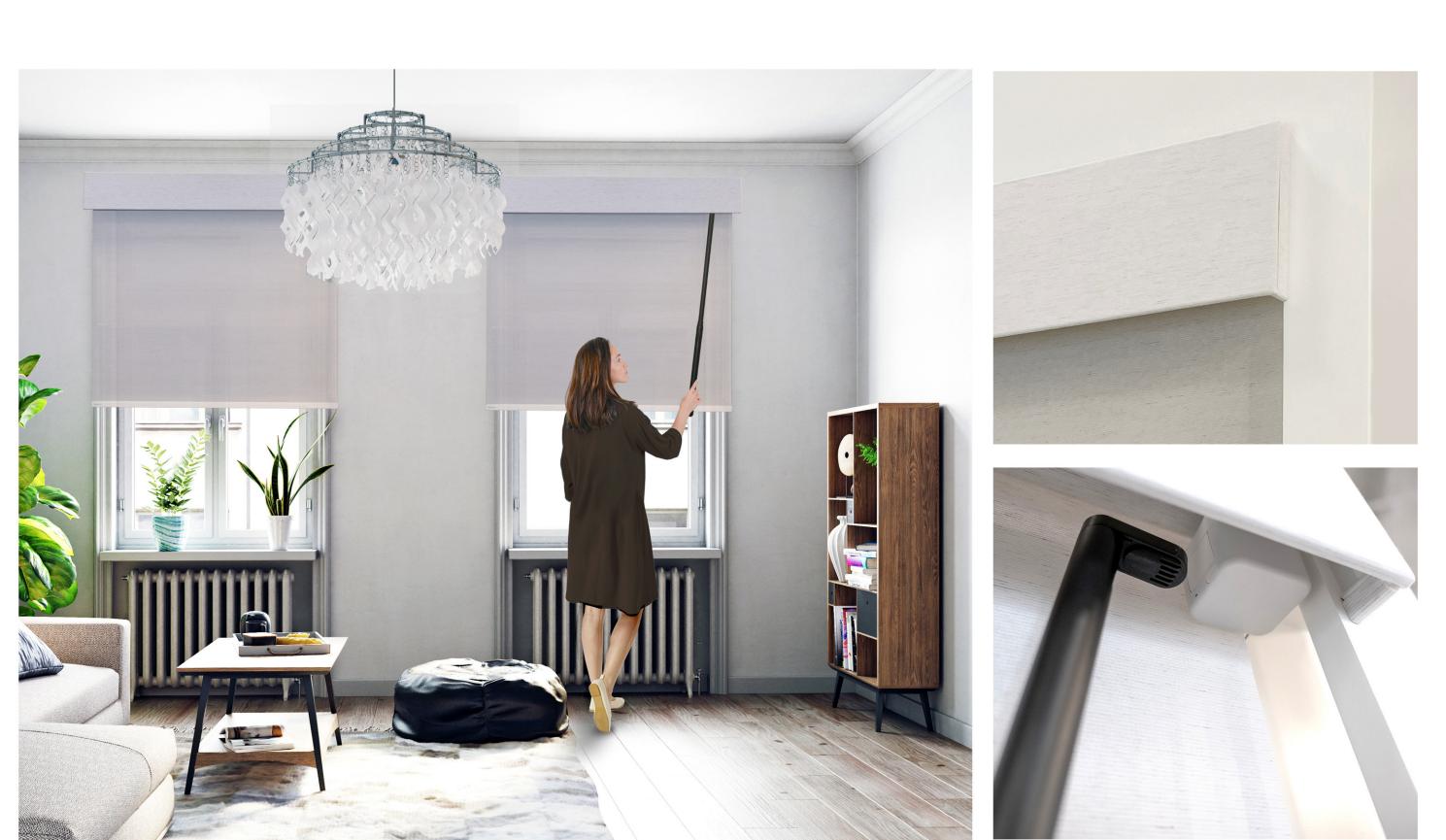
Louvolite's Smart Rail enhances roller and Romashade window shades with a sleek, modern look and flawless fabric finish, eliminating ripples and bubbles. Its Stay Flat Technology ensures durability, preventing sagging over time. The secure locking system keeps fabric firmly in place, improving shade longevity. With a variety of colors and wrap options, it complements any decor. Smart Rail delivers premium quality, reliability and a refined aesthetic for the perfect roller window shade.



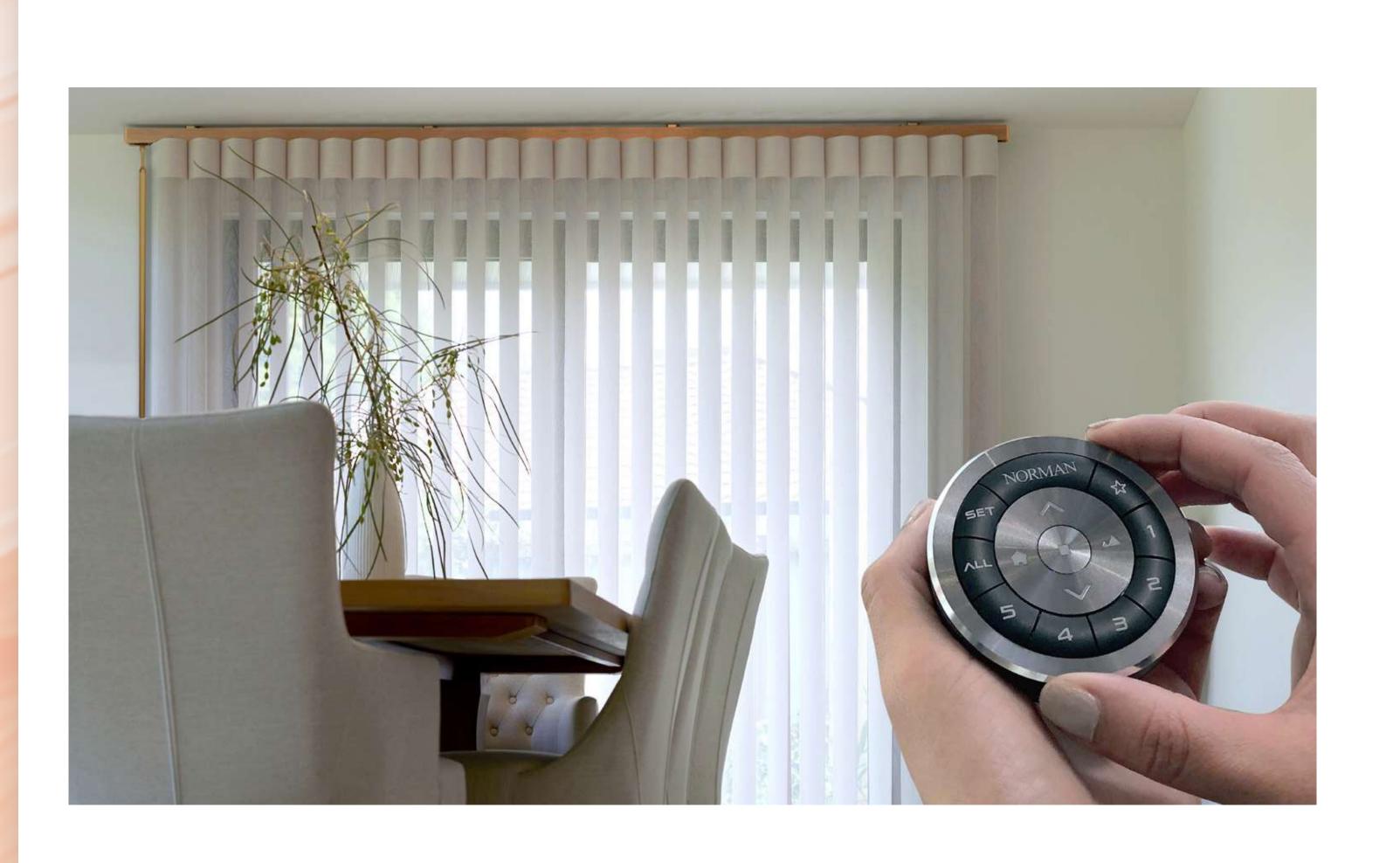
Roman & Roller Shades



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.



Shadings/Sheers



WCMA PRODUCT **AWARDS 2024 Norman Smart Motorized Best New Style Concept 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 dualmotor 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.



Best New Style

Concept



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 - particulary 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.

Shutters





SoftCloseTM 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.

Black Rich Cream White Tiara Ash Desert Gold

661

048

320

689

903

Specialty Applications & Misc. Products



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.

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.

