

# WCMA PRODUCT AWARDS 2025



## For Immediate Release

Contact: Danielle Myers

212.297.2105

dmyers@kellencompany.com

## AWARD-WINNING WINDOW COVERING PRODUCTS ANNOUNCED

*Industry's Engineering and Design Teams Celebrated*

**Washington, D.C. (April 22, 2026)** – The Window Covering Manufacturers Association (WCMA) announced the winners of the 35<sup>th</sup> Annual Product Awards which recognize the best of the window covering industry's new products, educational and merchandising programs that were launched in 2025.

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. Thirty-six (36) 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; Carsan Window Fashions; Coulisse; Hunter Douglas; Lantex USA Inc.; Louvolite; Norman International; Rollease Acmeda; and Somfy Systems.**

**This year, WCMA gave the Best Product Innovation award to Louvolite for their Smart Rail.** Smart Rail™ by Louvolite is a patented, two-piece roller blind bottom-bar system that transforms manufacturing speed and finish quality. Its innovative click-to-lock design eliminates stapling, sewing, welding and adhesives, reducing production time by up to 50%. Stay Flat technology ensures a perfectly tensioned, distortion-free finish every time, while its universal profile supports wrapped and exposed applications in one streamlined solution.

**Coulisse's Motionblinds Wired Motors was selected as the 2025 WCMA Product of the Year.** Motionblinds CM-50-E-R tubular motor for shades and CM-51-E motor for curtains are the only 24V

DC wired motors combining Matter, Thread, RF 433 MHz, and Dry Contact. They deliver future-proof interoperability with Matter over Thread, extend the mesh network for reliable performance, install quickly with low voltage plug and play, offer rare manual override, and ensure consistent speed and unlimited runtime for perfectly aligned, trouble-free operation.

“The Motionblinds Wired Motors submission was selected by the judges for its design and innovation. WCMA congratulates the team at Coulisse 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 2025 innovations on the WCMA website: [www.wcmanet.com](http://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 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 Norman International for their Skylight Normandy Shutters with the Judges’ Award.** Normandy® Skylight Shutters extend premium hardwood craftsmanship to overhead applications. Available in L-frame and Z-frame options, they provide a modern, tailored fit for skylights. For added convenience, choose PerfectTilt™ motorization, featuring built-in solar panels for extended battery life between charges. Secure panel locks ensure stability, delivering refined light control, energy efficiency, and timeless design from above.

All submissions will be featured on the WCMA website throughout the year: [www.wcmanet.com](http://www.wcmanet.com).

The full list of the WCMA 2025 Product Awards winners are below.

### **WCMA 2025 PRODUCT OF THE YEAR**

Motionblinds Wired Motors  
Coulisse

### **WCMA BEST PRODUCT INNOVATION**

Louvolite Smart Rail  
Louvolite

## **JUDGES' AWARD**

Skylight Normandy Shutters

Norman International

*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**

No Drill Honeycomb

Best New Technical Innovation

Lantex USA Inc.

Duette and Applause® Honeycomb Shades - LightLock Flex™

Honorable Mention for Innovation

Hunter Douglas

### **Drapery Hardware**

Glydea® ULTRA 50 WireFree Zigbee

Best New Technical Innovation

Somfy Systems

### **Green Products**

Louvolite Recycled Program

Best New Green Product

Louvolite

### **Horizontal Blinds (all finishes)**

Motorized Lift and Tilt Horizontal

Best New Technical Innovation

Carsan Window Fashions

CA Normandy Wood Blinds

Best New Style Concept

Norman International

### **Motorization & Automation**

Louvolite One Touch Motors

Best New Technical Innovation

Louvolite

Hunter Douglas Honeycomb Shades PowerView Automation with Internal Rechargeable Battery

Honorable Mention for Innovation

Hunter Douglas

Absolute Silence

Best New Style Concept

Coulisse

AUTOMATE | Push Pro Remote  
Honorable Mention for Style  
Rollease Acmeda

**Roman & Roller Shades**

Absolute Roman  
Best New Technical Innovation  
Coulisse

Hunter Douglas Designer Banded LiteRise Shades  
Best New Style Concept  
Hunter Douglas

Premium Hardware for Roller Shades  
Honorable Mention for Style  
Norman International

**Shadings/Sheers**

Pirouette A Deux  
Best New Style Concept  
Hunter Douglas

**Shutters**

AquaShield Shutters  
Best New Technical Innovation  
Norman International

**Vertical/ Panel Tracks (All Finishes)**

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

**Specialty Applications & Miscellaneous Products**

Louvolite Chain Safe Pro  
Best New Technical Innovation  
Louvolite

SL20 Spring Assist Booster  
Honorable Mention for Innovation  
Rollease Acmeda

Hunter Douglas Duette Honeycomb Shades PowerView Automation Arches and Angles  
Best New Style Concept  
Hunter Douglas

## **MARKETING & MERCHANDISING AWARD WINNERS**

### **Best Point of Sale Merchandising**

2025 Combined NewStyle® Hybrid Shutters and Heritage® Hardwood Shutters Sample Kit

Best Point of Sale

Hunter Douglas

Roller Shade Sample Bag

Honorable Mention for Point of Sale

Norman International

Louvolite Fabric Presenter Collection

Best New Style Concept

Louvolite

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 35 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 2025 WCMA Product Awards program, contact Danielle Myers at 212.297.2105.

###