

# WCMA PRODUCT AWARDS 2025





# Marketing and Merchandising Categories

**WCMA PRODUCT  
AWARDS 2025**





## Point of Sale Merchandising

### Louvolite Fabric Presenter Collection

#### Louvolite

Louvolite Creative Team



Louvolite's Fabric Presenter Collection transforms how fabrics are selected and sold. Designed for clarity and confidence, each pattern book is curated in defined ranges, guiding customers through light filtering and blackout plains, textures and patterns with ease. Complementing the books, our new lightweight Roller Fabric Presentation Box is compact, portable and features removable swatches in range format – delivering effortless in-home or showroom selling with premium impact.



## Point of Sale Merchandising

### Roller Shade Sample Bag Norman International Norman R&D Team

The Soluna Roller Shade Sample Bag is a structured presentation toolkit designed to streamline the selection process. Curated portfolios—including the Modern Trends—highlight today's most in-demand styles, while the Design Guide and Premium Hardware booklet create a clear, organized path for decision-making. Fabrics are arranged from light to dark for intuitive color selection. Thoughtfully designed for retailers, this sample bag supports a polished and efficient in-home selling experience.





## Point of Sale Merchandising

### 2025 Combined NewStyle® Hybrid Shutters and Heritage® Hardwood Shutters Sample Kit Hunter Douglas

Kyle Drake, Elizabeth Steed, Tina Helart



The 2025 combined NewStyle and Heritage sample kit reflects the simplicity incorporated into the overall Hunter Douglas shutter offering. Both programs use identical frames and louver sizes, allowing both programs to be sampled in one kit. New frames for 2025 include a 3" Modern Z-Frame and Modern Casing Frame, capitalizing on the trend toward more contemporary design. Separate color trays, with refreshed color palettes, make it easy for designers to distinguish between the two programs.



# Product Categories

**WCMA PRODUCT  
AWARDS 2025**





## Cellular & Pleated Shades

### No Drill Honeycomb

**Lantex USA INC**

Lantex R&D team

The Lantex No Drill Honeycomb Shade is a custom-made window solution designed for simple, damage-free installation. Using an innovative compression bracket system, it fits securely inside the window frame without screws or tools. The cordless design offers smooth, safe operation, with an optional motorized upgrade for added convenience. It delivers a clean, tailored look without the hassle of traditional mounting.





## Cellular & Pleated Shades

**Duette and Applause<sup>®</sup>  
Honeycomb Shades -  
LightLock Flex<sup>™</sup>**

**Hunter Douglas**

Emma Feldman, Bri Vincent,  
Ron Holt, Ajit Singh

LightLock Flex utilizes unique U-shaped side channels and a bottom sill channel that overlap the front and back of the shade for quick and easy install. The secret to achieving unparalleled darkness lies within the patented side channels, which feature specially shaped micro-ridges optimized to absorb and deflect all incoming light while preventing the exterior light from seeping into the room. LightLock Flex is also available for existing Duette and Applause shades as a retrofit option.





## Drapery Hardware

### Glydea® ULTRA 50 WireFree Zigbee

**Somfy Systems**  
Somfy Systems, Inc.

Somfy introduces the next generation of drapery motors with the Glydea® ULTRA 50 WireFree Zigbee. This powerful lithium-ion motor supports versatile mounting positions to fit several different drapery configurations. With Zigbee 3.0 technology, it seamlessly integrates with the TaHoma® switch, providing enhanced smart functionality for users and simplifying motor setup for installers. Ultra-quiet and rechargeable, it effortlessly powers heavy drapes while maintaining a sleek, cordless aesthetic.





## Green Products

### Louvolite Recycled Program

**Louvolite**  
Louvolite Fabrics Team



Louvolite is proud to hold OEKO-TEX® STeP certification at our fabric manufacturing facility, recognising environmentally responsible and socially accountable production. Today, 32% of our Louvolite manufactured fabric collection is made using recycled yarn, including our flagship Carnival light filtering and blackout ranges – crafted from recycled plastic bottles, much of which originates from ocean waste. Sustainability, performance and style – woven together.



## Horizontal Blinds (All Finishes) & Motorization & Automation

### Motorized Lift and Tilt Horizontal

#### Carsan Window Fashions

Sandro Franco

Carsan Window Fashions, Chief engineer responsible for research and development.

Carsan Window Fashions Branded WX Horizontals. Motorized Lift and Tilt. Innovative technologies have created the ability to Lift and Tilt Horizontal blinds.





## Horizontal Blinds (All Finishes)

**CA Normandy Wood Blinds**  
**Norman International**  
Norman R&D Team

CA Normandy® Wood Blinds combine sustainable craftsmanship with engineered performance for the Canadian market. Constructed from eco-sourced hardwood with quarter-sawn slats for enhanced stability and warp resistance, they deliver natural beauty with long-term durability. A smooth cordless lift system supports large dimensions up to 96 inches, while a curated selection of rich finishes offers versatile light control and design flexibility.





## Motorization & Automation

### Louvolite One Touch Motors

#### Louvolite

Louvolite Engineering Team

Louvolite's new One Touch™ motor range delivers quieter performance, precision control and seamless smart integration with Matter & Thread technology. Featuring the advanced, unique 16-channel remote, users can operate individual or grouped blinds while viewing real-time motor and remote battery levels and exact blind position. Engineered for efficiency, reliability and a premium finish, it sets a new benchmark in intelligent window shading automation.





## Motorization & Automation

### Hunter Douglas Honeycomb Shades PowerView Automation with Internal Rechargeable Battery

**Hunter Douglas**

Josh Smith, Jessie Webster

Internal Rechargeable Battery offers convenience of rechargeable batteries with a significantly reduced minimum mounting depth – delivering a simple and sustainable, improved user experience. The rechargeable battery is concealed inside the headrail allowing for a smaller mounting depth with a clean finish. Magnetic charging adapter plugs into charging cable; magnetically attaches to charging port on shade. Pair with the extension pole for hard-to-reach shades. Compatible with Solar Charging.



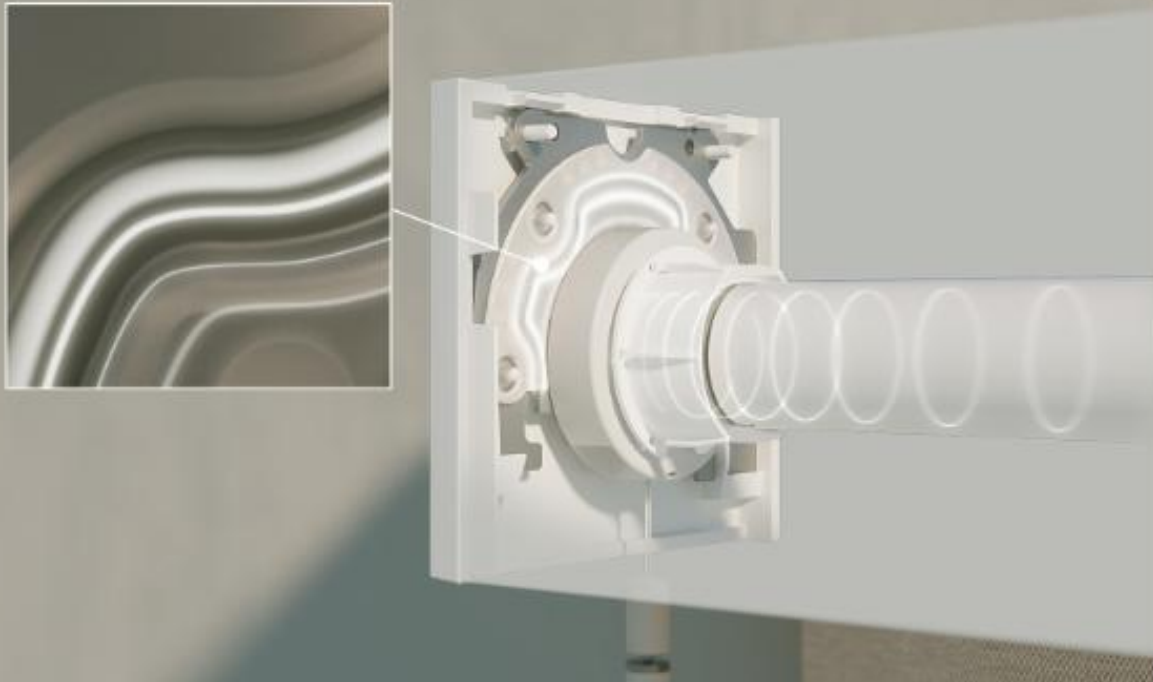
## Motorization & Automation

### Absolute Silence

#### Coulisse

Bas Klein Tunte & Ruben de Vries

Absolute Silence advances motorization with a full system acoustic redesign. Patented silent brackets with liquid silicone lining and precision fit drive plugs isolate vibration, while CM-03, CM-05 and CM-45 motors are acoustically tuned, and software optimized for smooth, click free motion. Engineered in our sound lab, it delivers up to 15 dB quieter performance – setting a new benchmark for smart, automated shading.





## Motorization & Automation

### AUTOMATE | Push Pro Remote Rollease Acmeda

Jonny Matuichuk (Senior Product Manager)

Kenny Tze (Product Manager)

Thomas Morris (Project Engineer)

Vinnie Chew (Firmware Engineer)

Andrew Lister

Automate Push PRO Remote is a premium handheld controller for Automate motorized shades, offering intuitive control of up to 30 shades or 15 groups. Featuring a backlit LCD screen, custom naming, and built-in timers, it enables advanced automation without a hub. Designed for easy setup and daily use, Push PRO delivers reliable ARC™ bi-directional control in a sleek, modern design.





## Roman & Roller Shades

### Absolute Roman

### Coulisse

Bas Klein Tunte & Ruben de Vries

Coulisse presents Absolute Roman, a complete solution uniting curated fabrics with premium roman systems and Motionblinds motorization. Featuring the new cordless, child safe Balanced Roman configuration for smooth, intuitive control. For expansive windows, Roman XL delivers the same refined aesthetic at scale. A seamlessly coordinated concept designed for effortless everyday use.





## Roman & Roller Shades

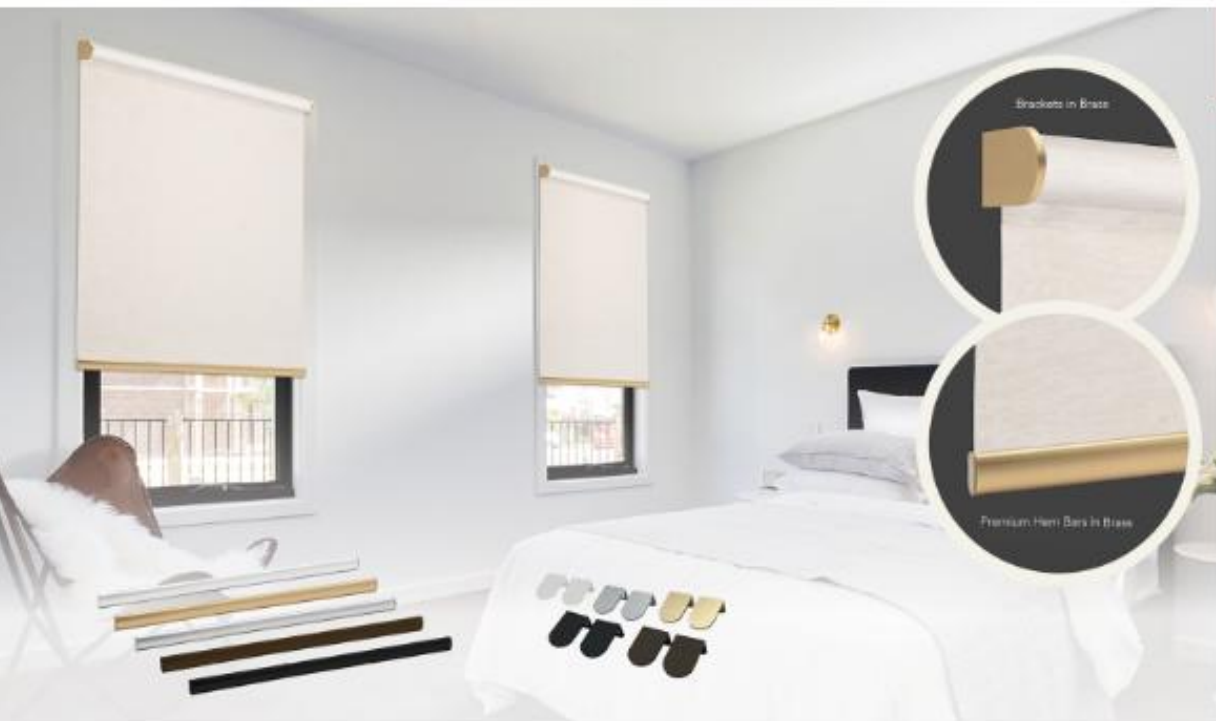
### Hunter Douglas Designer Banded LiteRise Shades

#### Hunter Douglas

Kelly Foster, Jessica Decker,  
Max Schroeder, David McNeill

The innovative design of Hunter Douglas Banded LiteRise shades provides a child-safe solution, making it an ideal choice for most window applications. This balanced cordless system offers enhanced convenience with intuitive, effortless operation. It features a wrapped bottom rail with a clear, frosted handle for a modern appearance and smooth operation. Available with a cassette, offering a contemporary aesthetic, while concealing the fabric roll, or an open roll design for a clean, minimal look.





## Roman & Roller Shades

### Premium Hardware for Roller Shades Norman International Norman R&D Team

Premium Hardware for Roller Shades elevates open-roll design with a clean, architectural aesthetic that eliminates the need for a valance. Available in five high-quality finishes, this upgrade enhances visual appeal while maintaining compatibility across cordless, motorized, and cord loop lift options for seamless performance.





## Shadings/Sheers

### **Pirouette A Deux** **Hunter Douglas** Zeke Buck



Pirouette® enhanced its room-darkening performance with the addition of the A Deux™ dual-roller design option. Available with all light-filtering fabrics and PowerView® Automation, A Deux™ features an independently operated room-darkening panel discreetly positioned behind the Pirouette front shade. This innovation delivers a premium room-darkening solution that seamlessly combines beauty, precise light control, and enhanced privacy.



## Shutters

### **AquaShield Shutters** **Norman International** Norman R&D Team

AquaShield™ Shutters are fully waterproof interior shutters engineered for high-moisture environments. Built with durable ABS copolymer components and corrosion-resistant hardware, they resist warping, cracking, shrinking, and rust in bathrooms, kitchens, and shower areas. The integrated InvisibleTilt® system provides clean sightlines and precise louver control, delivering lasting performance without compromising architectural design.





## Verticals/Panel Tracks (All Finishes)

### Adjustable Sliding Panels (Crystal)

**Calendar Enterprises Co., Ltd.**  
GoDear Design Team



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. Available as stylish window blinds, patio door covers, room dividers, or closet doors. Crystal is a refined paper weaving product featuring a unique multi-tonal layer that transforms sunlight into a gentle, luminous glow. The delicately woven texture captures light with subtle shimmer, creating a graceful and welcoming ambiance.



## Specialty Applications & Miscellaneous Products

### Louvolite Chain Safe Pro

#### Louvolite

Louvolite Engineering Team

Louvolite's new Chain Safe Pro is an advanced child safety chain tidy for roller and Vision blinds. Fully compliant with ANSI and WCMA standards, it ensures safe, secure operation in residential and commercial settings. Designed to prevent improper installation, Chain Safe Pro delivers consistent tension and reliable performance. Quick and easy to fit, it is available in White, Black and Anthracite to suit modern interiors.



## Specialty Applications & Miscellaneous Products

### SL20 Spring Assist Booster Rollease Acmeda

Matthew Weitz (Product Manager)

Joshua Wang (Mechanical Engineer)

Dean Jay (Sr. Mechanical Engineer)

The SL20 Spring Assist Booster is a new product in the Skyline portfolio and can reduce lifting efforts with heavy shades by up to 40%. It can be used in both residential and commercial settings and helps shades comply with the Americans with Disabilities Act. This product is available for anyone to purchase. Comes in a kit with 5 boosters and parts needed for assembly. Available for left and right hand operations, and standard and heavy duty versions. Manuals and videos available online.





## Specialty Applications & Miscellaneous Products

**Hunter Douglas Duette  
Honeycomb Shades  
PowerView Automation  
Arches and Angles**

**Hunter Douglas**

Bennett Ranum, Josh Smith, Bri Vincent

Experience Whole Home Automation for high and hard-to-reach specialty shape applications, with PowerView® Arches and Angles, for Alustra® Duette® and Duette fabric collections.



# WCMA Best Product Innovation



## Roman & Roller Shades

### Louvolite Smart Rail

Louvolite

Louvolite Development Team

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.



# Judges Award



## Shutters

### **Skylight Normandy Shutters** **Norman International** Norman R&D Team

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.



# Product of the Year



## Motorization & Automation

### Motionblinds Wired Motors by Coulisse (CM-50-E-R & CM-51-E)

#### Coulisse

Bas Klein Tuinte & Ruben de Vries

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.

