



For Immediate Release

Contact: Donna Conway
212.297.2146
dconway@WCMAnet.org

**WINDOW COVERING INNOVATIONS CELEBRATED
AT KICKOFF OF IWCE EXPO IN CHARLOTTE, NC**

Window Coverings Industry's Awards Program Honors Engineering and Design Teams

New York, NY (March 8, 2017) – The Window Covering Manufacturers Association ([WCMA](http://www.wcma.com)) formally announced the winners of the 2016 WCMA Product Awards, recognizing the best of the window covering industry's products and merchandising programs, at a champagne reception that kicked off the annual International Window Coverings Expo (IWCE) in Charlotte, North Carolina on March 7, 2017.

Selected as the 2016 WCMA Product of the Year was Duette® Vertiglide™ with PowerView® Motorization. Meeting the judges' criteria and standing out among all categories, the Duette® Vertiglide™ with PowerView® Motorization delivers an advanced motorization solution for vertical window applications providing users with a choice of controlling product operation through remote, App or manual methods.

"WCMA fine-tuned the program's categories, particularly the judges' criteria, resulting in a more rigorous competition," said Ralph Vasami, Executive Director of WCMA. "Each manufacturer raised the bar for the industry and is to be congratulated for their contributions. The hard work and ingenuity of our industry's engineering and design teams are evident in the wide array of submissions."

Product submissions were accepted in nine product categories including cellular and pleated shades; drapery hardware; "green" product categories; horizontal blinds; motorization and automation; Roman and roller shades; shadings and sheers; shutters; vertical and panel tracks; and specialty applications and miscellaneous products. The best of manufacturers' merchandising and marketing programs were also called out in the awards program.

The 2016 judges included design community experts Susan Arann, Doris Athineos and Susan Hirsh. Susan Arann is an interior design director and principal of American & International Designs Inc., an award winning, multi-disciplined interior design firm based in New York City. Arann is a past president of the American Society of Interior Design's (ASID) New York Metro chapter. Doris Athineos is a senior editor at Meredith's *Traditional Home* magazine, writing on fine and decorative arts, artisans, and design and collecting. Susan Hirsh is a décor consultant and industry expert who formerly served as North American Manager for decorative programs at Benjamin Moore & Co, president of the International Furnishing and Design Foundation (IFDA) and as national chair of IFDA's Educational Foundation.



Companies awarded for their style concepts, designs, and technical innovations include Coulissee Inc.; Hunter Douglas; MechoSystems; Norman Window Fashions; Orion Ornamental Iron, Inc.; QMotion; Rollease Acmeda; Rowley; Shutter Smart; Somfy Systems, Inc.; Sunburst Shutters and Window Fashions; and Window Covering Specialties, Inc.

Reclaimed Wood Shutters, by Sunburst Shutters & Window Fashions, was recognized with the Judges' Award, a selection made in addition to the WCMA Product of the Year and at the judges' discretion, when a submission stand out for its aesthetic appeal and exhibits measurable benefits to end users. Reclaimed wood, weathered by the sun, heat, rain, snow and cold, is hand-crafted by the Sunburst Shutters team; delivering each shutter with its own color and finish.

The WCMA Product Awards reception was co-sponsored by International Window Coverings Expo (IWCE) in conjunction with the [IWCE annual trade show](#), held March 8 - 9, 2017 at the Charlotte Convention Center. The IWCE trade show is presented annually by *Window Fashion VISION* magazine and is dedicated to the success and growth of the window coverings industry by showcasing leading industry suppliers offering new and innovative products and technologies.

All nominated product and merchandising programs will be displayed throughout the year on the WCMA [website](#).

The list of the 2016 winners is attached.

###



2016 WCMA Product Awards Winners

2016 WCMA Product of the Year

Duette® Vertiglide™ with PowerView® Motorization
Hunter Douglas

Judges' Award

Reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end users.

Reclaimed Wood Shutters
Sunburst Shutters & Window Fashions

Product Category Winners

Cellular & Pleated Shades

Best Technical Innovation
Duette® Vertiglide™ with PowerView® Motorization
Hunter Douglas

Best New Style Concept
Newly Redesigned Duette® Honeycomb Shades Collection
Hunter Douglas

Drapery Hardware

Best Technical Innovation
Square Rods with Returns
Orion Ornamental Iron, Inc.

Best New Style Concept
New Bohemia Crystal Designs
Orion Ornamental Iron, Inc.

Green Products

Energy Efficiency

Best Technical Innovation
MechoNet™ Wireless Daylight Sensor & Controller
MechoSystems

Best New Style Concept
Duette® Honeycomb Shades - New Commercial with MicroShield™ Fabric
Hunter Douglas



Green Products

Health & Environmental Safety

Best Technical Innovation
EcoVeil Sheer™ Collection
MechoSystems

Best New Style Concept
EcoVeil Sheer™ Collection
MechoSystems

Green Products

Sustainability

Best Technical Innovation
EnviroScreen
Rollease Acmeda

Best Style Concept
Modern Precious Metals® Aluminum Blinds with SimpleLift™
Hunter Douglas

Horizontal Blinds

Best Technical Innovation
Cordless Blinds with SmartRelease and SmartPrivacy
Norman® Window Fashions

Best New Style Concept
Refreshed EverWood® Alternative Wood Blinds Collection
Hunter Douglas

Motorization & Automation

Best Technical Innovation
Qadvanced Intelligent System (QIS) Shades
QMotion®

Best New Style Concept
Horizontal Blinds Collections with
PowerView™ Motorization
Hunter Douglas

Roman & Roller Shades

Best Technical Innovation
Coulisse Pull Motor
Coulisse Inc.



Roman & Roller Shades

Best New Style Concept
Romasafe Cordless Roman Shades
Window Covering Specialties, Inc.

Shadings & Sheers

Best Technical Innovation
BelleVue Shades with SmartRelease
Norman® Window Fashions

Best New Style Concept
New 2016 Pirouette® Window Shadings Collection
Hunter Douglas

Shutters

Best Technical Innovation
Privacy Plus Shutter
Shutter Smart

Best New Style Concept
Reclaimed Wood Shutters
Sunburst Shutters & Window Fashions

Specialty Applications and Miscellaneous Products

Best Technical Innovation
Qadvance Honeycomb Shade with ZB control
QMotion®

Best New Style Concept
Whyte & Ivory ER11 Blackout Lining
Rowley

Merchandising and Marketing Award Winners

Best Consumer Advertising Campaign

"Happify Your Home™"
Somfy® Systems, Inc.

Best Marketing Technology

Hunter Douglas Redesigned Alliance Dealer Websites
Hunter Douglas



Best Point-of-Sale Display

New Designer Screen Shades and Skyline® Panels Sample Book
Hunter Douglas

Best Trade Advertising Campaign

Duette® Honeycomb Shades - Energy Efficiency Utility Marketing Campaign
Hunter Douglas

Best Trade Education

Hunter Douglas Quarterly Consumer Rebate Promotions
Hunter Douglas

Best Training Program

Hunter Douglas PowerView® Motorization Regional Training
Hunter Douglas

About the WCMA Product Awards: For the past 26 years, the WCMA Product Awards Program has bestowed more than 650 awards to window covering industry products that raise the bar on style and design innovations. For more information about WCMA and the WCMA Product Awards program, contact Donna Conway at 212.297.2146. View all nominated products online: www.wcmanet.org

About the Window Covering Manufacturers Association 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. The organization's annual Product Awards recognize significant product advancements in the window covering industry and highlights the services and products it provides. For more information, visit www.wcmanet.org.

###