

NORMAN®

SHUTTERS. BLINDS. SHADES.

“Judges’ Award” among 5 big wins for Norman at 2017 WCMAAs

FOR IMMEDIATE RELEASE

March 23, 2018

New York, NY – Judges were impressed by Norman’s new products and technologies at the 2017 WCMA Awards. Five awards were won in total, spanning all Norman’s major product categories – shades, shutters, blinds. Norman also picked up the prestigious “Judges’ Award” for its Vertical PerfectSheer™ Shade presented to the single product that exhibits most measurable benefits and standout aesthetic appeal to end users. Awards included

Shadings/Sheers

Judges’ Award

Vertical PerfectSheer™

Norman® Window Fashions

Shadings/Sheers

Best Style Concept

Vertical PerfectSheer™

Norman® Window Fashions

Shutters

Best Style Concept

Norman® Ultra Shutters

Norman® Window Fashions

Horizontal Blinds

Best Style Concept

Cordless Faux Wood Blinds with SmartRelease™ & SmartPrivacy®

Norman® Window Fashions

Horizontal Blinds

Best Technical Innovation

Osmo Finish on Normandy® Wood Blinds

Norman® Window Fashions

The 2017 WCMA Product Awards, recognizing the best of the window covering industry’s products and merchandising programs, were selected in New York City on March 2 by design industry experts.

“The WCMA Product Awards program highlights the technical craft and style expertise of the product and of the engineers, designers, and marketers who created them”, said Ralph Vasami, executive director of WCMA. “The continuous innovation generated by each of the nominating companies makes for a very competitive program.”

NORMAN® WINDOW FASHIONS

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The 2017 judges included design community experts Susan Arann, Susan Hirsh and Kimberly Scappaticci. 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. Hirsh is a décor consultant and industry expert who formerly served as North American Manager for decorative programs at Benjamin Moore & Co, as president of the International Furnishing and Design Foundation (IFDA) and as the national chair of IFDA's Educational Foundation. Scappaticci is design director at Wallauer's Design Center, a Westchester County, New York-based chain of home decorating stores.