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April 2, 2020

Norman® team brings home 5 Red Dot Awards; SmartDrape™ wins “Best of the Best”

ESSEN, Germany – Nien Made®, the parent company of Norman® Window Fashions, won five 2020 Red Dot Awards including the top “Best of the Best” Award for SmartDrape™— its indoor-outdoor living solution that enables the seamless walkthrough of the shade even while it is closed.

Nien Made also won Red Dots for its new Light Shielding Vertical Blinds (Synchrony™) and forthcoming Power Bar product (TBA), along with two Red Dots for its Motorization Hub (PerfectTilt™).

The “Best of the Best” Award is bestowed upon the top 20 product designs submitted for consideration for 2020 (out of a field of 6,500). As winner of the top award, SmartDrape™ will be on display for a year at the Red Dot Museum in Essen, Germany starting in June.

A renowned international panel of judges consisting of some of the world’s biggest names in design recognized Nien Made®’s “outstanding” design and high design quality.

“For more than 60 years, the Red Dot Award has been providing a platform for designers and companies to assess good design. The experience and expertise of our jury in the evaluation process is unparalleled ... The fact that [Nien Made] won an award bears testimony to the good design quality of [its] products,” noted Professor Dr. Peter Zec, Founder and President of Red Dot.