



FOR IMMEDIATE RELEASE

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Norman® trumps record at 2014 WCMA Awards

New York, NY – Norman’s new products and technologies were a hit at the 2014 WCMA Awards. Norman brought home a record-breaking 8 awards – its best showing ever. Judges were impressed by Norman’s range of offerings, which included innovations in all three categories – shutters, blinds and shades. Awards included

Shutters

Best New Technical Innovation
Bi-fold 180™
Norman® Window Fashions

Shutters

Most Innovative Concept
Bi-fold 180™
Norman® Window Fashions

Shutters

Most Innovative Concept (Honorable Mention)
ShutterShade™
Norman® Window Fashions

Cellular Shades

Most Innovative
DecoFlex™ (French Door Solution)
Norman® Window Fashions

Cellular Shades

Best New Technical Enhancement (Honorable Mention)
Cordless Top-down Bottom-up Honeycomb Shade
Norman® Window Fashions

Horizontal Blinds

Best New Technical Innovation (Honorable Mention)
Single Cord Blind
Norman® Window Fashions

Wood Blinds and Faux Wood Blinds

Best New Technical Innovation (Honorable Mention)
SmartSeal™
Norman® Window Fashions



Sampling

Best Sampling Program (Honorable Mention)

PureSafe™ Cordless Honeycomb

Norman® Window Fashions

The 2014 WCMA Product Awards, recognizing the best of the window covering industry's products and merchandising programs, were announced on September 9, 2014 at an industry reception held in the Paramount Building overlooking Times Square in New York City.

Design community experts serving as the 2014 judges were Courtney Cachet, celebrity designer recognized from frequent appearances on The Today Show, HSN, Open House NY and VH1; Bruce Heyman, president of Fabricland and Metropolitan Window Fashions; Susan Hirsh, décor consultant and industry expert, currently serving as National Chair of the International Furnishing and Design Association's Educational Foundation; and Kimberly Scappaticci, design director, Wallauer's Design Center, a Westchester County, NY-based chain of home decorating stores.

"During the product review the judges seek out window covering products with technical innovation or a design impact that will register with customers", said Ralph Vasami, WCMA's Executive Director, during the awards presentation. "Each of the engineering and design teams delivered on that challenge – in turn making the selection of the winners a challenge in itself."