



FOR IMMEDIATE RELEASE

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Norman® tops WCMA Award record three years in a row

2015 was another record-breaking year for Norman Window Fashions® at the WCMA Product Awards in New York. For the third year in a row, Norman® made an all-time company best, garnering a total of 9 wins this year, including the prestigious “Judges’ Award” for BelleVue™ - Norman®’s new shade featuring a cascading Roman shade-like appearance while providing never-seen-before “roll-up” light control. The Judges’ Award honors the single entry spanning across all product categories that provides measureable benefit or standout aesthetic appeal to end users. Norman® was also recognized for its innovation in cell shades, motorization, roman shades, roller shades, and wood/faux wood blinds. Awards included

Cellular Shades

Best New Technical Innovation
Single Motor Day & Night Shades
Norman Window Fashions

Motorization

Best New Style Concept
Honorable Mention
Single Motor Day & Night Shade
Norman Window Fashions

Roman, roller and pleated shades

Most Innovative Overall
Day & Night Roman Shades
Norman Window Fashions

Roman, roller and pleated

Most Innovative Overall
Honorable Mention
Total Blockout Solution for Roman Shades
Norman Window Fashions

Shadings/sheers

Most Innovative Overall
BelleVue™
Norman Window Fashions

Verticals/panel tracks

Most Innovative Overall
Light Leak Defying Headrail for Vertical Blinds
Norman Window Fashions

Wood/faux wood blinds

Best New Style Concept
ETeck™ Blinds
Norman Window Fashions

Judges' Award

*The single submission selected by the panel that exhibits measureable benefit or
standout aesthetic appeal to end users.*
BelleVue™
Norman Window Fashions

Best Trade Advertising Campaign

Honorable Mention
Norman® University Scholarship
Norman Window Fashions

“The WCMA Product Awards panel is always challenged to review a wide array of new and enhanced products and programs,” said Ralph Vasami, executive director of WCMA. “This year’s large number of technological innovations and new styles made for a tough competition among the manufacturers and speaks volumes for the hard work and ingenuity of our industry’s engineering and design teams.”

Each year WCMA calls on design community experts to act as judges for its highly-regarded awards program. The 2015 judges include Susan Arann, interior design director and principal of American & International Designs Inc., an award winning, multi-discipline 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. Susan 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 national chair of IFDA’s Educational Foundation. Kimberly Scappaticci is the design director at Wallauer's Design Center, a Westchester County, NY-based chain of home decorating stores.