

NORMAN®

SHUTTERS. BLINDS. SHADES.

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SmartRelease™ Wins Double Honors at 2016 WCMA Awards

Judges were impressed with Norman®'s new SmartRelease™ option at the 2016 WCMA Product Awards in New York. BelleVue™ Shades featuring SmartRelease™ won the Best Technical Innovation Award in Shadings and Sheers, while Norman®'s Cordless Faux Wood Blind with SmartRelease™ won the Best Technical Innovation Award in Horizontal Blinds.

SmartRelease™ is an exclusive option available on select shades including Norman® roller shades, roman shades, honeycomb shades and BelleVue™ shades. With SmartRelease™, the shade can be “released” or lowered from an upward position with a gentle pull. It glides to a closed position automatically — smoothly, quietly, and effortlessly. Another pull stops the shade at the desired height. SmartRelease™ makes the daily lowering of the shade almost effortless, and is designed to save time and energy every day.

“Pairing technological advancements with on trend styles speak directly to the hard work and ingenuity of our industry’s engineering and design teams”, said Ralph Vasami, Executive Director of WCMA. “Each manufacturer raised the bar for the industry and is to be acknowledged for their contributions.”

The 2016 WCMA Product Awards, recognizing the best of the window covering industry’s products and merchandising programs, were selected by design industry experts convened to review the year’s best new products and merchandising programs.

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.