

# NORMAN®

SHUTTERS. BLINDS. SHADES.

**FOR IMMEDIATE RELEASE**

**June 18, 2020**

## **SmartFit™ Day & Night Shade wins WCMA Product of the Year; Norman® ties company record with 9 WCMA awards won**

**New York, NY** – Norman® brought home the top two prizes at the 2019 WCMA Awards, including the WCMA Product of the Year for its Day & Night SmartFit™ Honeycomb Shade, and the Judges' Award for its SmartDrape™. In total, Norman® won nine WCMA Awards for 2019, tying the company's record for most WCMA Awards won in a single year. Norman's entries in the categories of shutter motorization, eco-friendly features, cell shades, shadings/sheers and wood blinds were all recognized and received awards.

Judges were extremely impressed by the new SmartFit™ Day & Night honeycomb shade, awarding it Product of the Year. "The Day & Night SmartFit™ submission was selected by the judges for its design and style. WCMA congratulates the research and design team at Norman Window Fashions® and all of the industry's engineers and designers on their hard work and their vision", said Ralph Vasami, executive director of WCMA.

The judges also recognized SmartDrape™ with the Judges' Award, presented to a product that exhibits measurable benefits and standout aesthetic appeal to end users. Great as a solution to enhance indoor-outdoor living, SmartDrape™'s individual vanes feature an unimpeded walkthrough capability, are adjustable from sheer to light filtering for privacy, and can be machine washed or replaced individually if necessary.

This year's judges included design community experts Susan Arann, Bruce Heyman, Susan Hirsh and Laura Nally.

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. Susan is a past president of the American Society of Interior Design's (ASID) New York Metro chapter.

Bruce Heyman leads the award-winning Metropolitan Window Fashions, a large independent retailer of custom, ready-made & do-it-yourself window fashions serving the New York-metropolitan area.

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

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International Furnishing and Design Foundation (IFDA) and as the national chair of IFDA's Educational Foundation.

Laura Nally is design manager at Wallauer Paint & Design, a Westchester County, New York-based chain of 17 home decorating stores.

## **2019 WCMA Award List**

### **WCMA 2019 Product of the Year**

Day & Night SmartFit™

### **Judges' Award**

SmartDrape™

*Reserved for a submission selected by the judges that exhibits measurable benefit or standout aesthetic appeal to end users*

### **Product Category Winners**

#### **Cellular & Pleated Shades**

Day & Night SmartFit™

Best New Technical Innovation

#### **Green Products – Energy Efficiency**

PerfectTilt™ G4 - Green Solution

Best Technical Innovation

#### **Green Products – Health & Environment**

Normandy® Wood Blinds

Best Technical Innovation

#### **Horizontal Blinds (all finishes)**

Normandy® Wood Blinds

Best New Style Concept

#### **Shadings & Sheers**

SmartDrape™

Best New Technical Innovation

#### **Shadings & Sheers**

SmartDrape™

Best New Style Concept

#### **Shutters**

PerfectTilt™ G4

Best New Technical Innovation