

# HunterDouglas

## HUNTER DOUGLAS TOPS WCMA PRODUCT AWARDS FOR 17<sup>th</sup> CONSECUTIVE YEAR

### **~ Window Fashions Leader Captures *Product of the Year* for Silhouette® with LiteRise® Lifting System ~**

PEARL RIVER, N.Y., April 16, 2012 – Innovation, quality, functionality, beauty and style. The newest products from window fashions leader Hunter Douglas have it all, according to the just-announced results of the annual Window Covering Manufacturers Association (WCMA) Product Awards. For the 17<sup>th</sup> consecutive year, the company has won more awards than any other manufacturer – an outstanding 27 out of the 50 conferred this year. In addition, Hunter Douglas captured the coveted **Product of the Year** for the 12<sup>th</sup> year as well as the prestigious **Judges’ Award** reserved for a submission selected by the panel that exhibits measurable benefit or standout aesthetic appeal to end-users.

“We’re grateful for these prestigious awards from an independent panel of judges,” said Marv Hopkins, Hunter Douglas President and CEO. “Our company is committed to providing today’s discerning consumers with innovative window fashions of superb quality and enduring style.”

**Product of the Year** went to **Silhouette® window shadings with the LiteRise® lifting system**. Soft, sheer Silhouette shadings, unrivalled in the industry for their beauty and performance, have another important feather in their cap. Silhouette® with LiteRise® features an innovative cordless operation that not only makes raising, lowering and tilting the shading for variable light control easy, but eliminates the need for cords of any kind. No cords makes it especially ideal for homes with young children and provides a clean, uncluttered look at the window. A soft-touch handle allows for simple, convenient operation. For taller windows, a pull tassel is easy to install and use.



This product was also awarded **Most Innovative Overall Concept** in the “Health and Environmental Safety” Green Category of the awards and **Best New Technical Innovation** in the Miscellaneous Products and Specialty Applications Category.

-more-

**Hunter Douglas Merchandising** garnered the discretionary **Judges' Award** for "Excellence in enhancement, innovation and social media marketing of overall merchandising to the end-user and to the industry." The company won 12 out of 13 awards in this category.



In the Cellular Shades Category, **Enhancements to Duette® and Applause® honeycomb shades** walked away with **Best Enhancement**. These include three new fabrics and one additional street-side color option for highly energy-efficient Duette® Architella® honeycomb shades as well as the Next Generation Common Headrail. Offered on all premium operating systems for Duette and Applause honeycomb shades, this new headrail reduces mounting depth by 20 percent on all ¾-inch and 1¼-inch shades and features the EasyAdjust™ leveling system, which eliminates pockets and ferrules for enhanced aesthetics and easier shade height adjustment.



Not surprisingly, in the Green Products – Energy Efficiency Category, **Enhancements to Duette® Architella® honeycomb shade fabrics** earned **Best New Style Concept**. These include Architella Royale Textured™, a richly woven fabric which features new DuoTone technology. DuoTone technology provides consumers the beauty of a woven shade with a white street-side color, giving them a consistent appearance from outside the home. New opaque fabric options ideal for bedrooms and media rooms are also available on Architella Batiste Textured™ and Architella Batiste Bamboo. A new natural street-side color option is also offered with the Architella Elan® fabric.



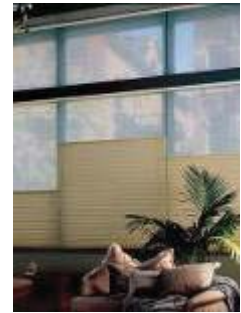
Duette® Architella® Batiste Bamboo fabric, made from sustainable and recycled materials with 45 percent of the fabric bamboo, in the new opaque opacity was awarded an **Honorable Mention for Best Use of Sustainable Materials** in the Green Products – Sustainability Category.

**Pirouette® window shadings in the eco-conscious Cotton fabric** made from up to 80 percent recycled yarns and highly textured with a soft and inviting feel was named **Best of Use of Recycled Materials** in the Category.



## HUNTER DOUGLAS TOPS WCMA AWARDS/3

In Motorization, **Enhancements to Duette® and Applause® PowerRise® 2.0 with Platinum™ Technology** was conferred an **Honorable Mention** for **Best New Technical Innovation**. Enhancements include the popular Top-Down/Bottom-Up and Duolite™ design options for maximum light control and privacy with the convenience of motorization.



**Best Enhancement** in the Roman, Roller and Pleated Shades Category went to the **2012 Vignette® Modern Roman Shades Collection**. Vignette® Modern Shades are designed with safety in mind and have no exposed rear cords for a clean, exterior appearance and enhanced child safety. The only Roman shade that rolls, stacks and traverses, Vignette shades now come in 15 fabrics, six of them new, for a total of 102 skus with colors refreshed throughout. There are also new operating systems and options.

**Best Enhancement** in the Shadings and Sheers Category was awarded to the **2012 Pirouette® window shadings Collection**, which has doubled its offering with seven fabrics



(five new) and 65 colors in semi-opaque or room-darkening. New fabrics include Satin Metallic, shimmering metallic fabric exuding modern style; the eco-conscious Cotton; Angelica, luxurious tinted sheers on both the front and back; Shantung, with the look and feel of raw silk in rich, bold hues; and

Bamboo Flax, which combines bamboo and flax yarns.

**Enhancements to Palm Beach™ polysatin shutters** won **Best Enhancement** in the Shutters Category. Palm Beach shutters with the advanced DuraLux™ finish combine the beautiful look of a finely painted shutter with the unmatched performance of polysatin and are available in four classic colors.



New design options include the Classic Z-Frame to coordinate with popular trim and molding and a Decorative Sill Cover to cover window sills or create a custom-trimmed look at the window. An exclusive Palm Beach™ Promise ensures that the product will perform for a lifetime and never warp, crack, fade, chip, peel or discolor.

## HUNTER DOUGLAS TOPS WCMA AWARDS/4

**Most Innovative Overall Concept** in the Verticals and Panel Tracks Category was awarded to **Provenance® Woven Wood Vertical Drapery**.

Provenance Woven Woods has moved in new directions with the introduction of this Vertical Drapery. The new drapery is mounted on the patented Skyline® headrail which has two tracks and provides ultimate functionality while maintaining a minimum profile. Now Provenance can now be used to cover both vertical and horizontal openings – ideal for today’s casual lifestyles.



Last but not least in the Product Awards, the **2012 EverWood® Collection of alternative wood blinds** won **Best New Style Concept** in the Wood and Faux-Wood Blinds Category.

With distinct new choices and finishes, this collection is generating more excitement than ever. The innovative natural effects themes – Grass Weave, Leather and Linen – mark the first time in the industry that the proprietary TruGrain® finish has expanded beyond wood looks, bringing other on-trend natural materials to the window. The new Renditions™ wood-grain effects finishes showcase an industry-first process that elevates alternative wood blinds for the value-driven customer.



### ***HUNTER DOUGLAS SWEEPS MERCHANDISING CATEGORY WITH 12 OUT OF 13 AWARDS***

Not surprisingly, Hunter Douglas swept the Merchandising Category with 12 out of the 13 awards bestowed going to the company. Highlights include:

The new **Hunter Douglas The Art of Window Dressing™ :30 TV Commercial** was named **Best Consumer Advertising Campaign**.

Lighthearted, yet powerful this TV advertising introduces an aura of fantasy and fun to reinforce The Art of Window Dressing™ idea and draw a parallel between a woman’s love of fashion with the same passion she has for styling her



home... and windows. Showcasing a variety of styles underscores the breadth of choices while the narrative also speaks to benefits that enhance everyday living. The commercial launched on national network and cable TV and generated a 20 percent-plus increase in website visits.

-more-

**Premieres<sup>SM</sup> Spring 2012** was honored with **Best Trade Education**. This initiative is targeted to dealers nationwide to introduce them to the new products and programs and this year's theme is "Connect." It is focused on teaching dealers to evaluate their businesses and connect to the appropriate programs to move their sales forward. Dealers also learn how to connect their consumers to products that are on-trend in color and design. Premieres features video segments that include comments from designers Thom Filicia and Jamie Drake on how the new products reflect trends.



Showcasing a shared fabric collection across multiple product lines, the **Designer Roller and Skyline<sup>®</sup> Gliding Window Panels Sample Book** captured **Best Sampling Program**. With two products in one sample book, this eliminates the need to carry more than one book and offers greater product unification. The collection has a wide fabric selection, smartly organized by opacity to get consumers to the right fabric faster. Since its introduction last fall this program has increased the visibility of both products and significantly grown sales over last year.

The **2012 Pirouette<sup>®</sup> window shadings Sample Book** was awarded an **Honorable Mention Best New Sampling Program**. Elegant, functional and easy to sell from, the book radiates contemporary style and fashion-forward design. On the inside is a photo book that has tabbed fabric sections showcasing beautiful room setting photography that correspond with the adjacent tabbed product sampling. The sample book includes a QR Code linking to Pirouette product videos, a set of working samples and a useful hardware mounting guide.



**Best Point-of-Sale Display** was conferred on the **Luminette<sup>®</sup> Privacy Sheers and Modern Draperies Hardware Sampling Kit**. This new sampling kit works with the Luminette sample book to increase sales by attractively merchandising actual samples of Luminette headrails and finials.



The kit includes samples of all six SofTrak<sup>™</sup> headrails and all three Manhattan<sup>™</sup> headrails and finial styles. All colors and

## HUNTER DOUGLAS TOPS WCMA AWARDS/6

finishes are represented. In addition, a pocket inside the case includes a photo book, bracket guide and Luminette *Explained* brochure to further enhance the sales process for Hunter Douglas dealers and their customers.

**Honorable Mention Best Point of Sale Display** went to the **Designer Roller and Skyline® Gliding Window**

**Panels Mini Point of Display Sign.** This piece includes

selling features, photography and the competitive advantages

for both the Designer Roller and Skyline Panels products,

allowing consumers to educate themselves in the event a

salesperson is unavailable to assist them. Every display shade ordered includes this inventive display, which is affixed to the headrail itself and is sure to catch the consumer's eye.



Hunter Douglas Canada, LP., headquartered in Brampton, Ont., is the leading manufacturer and marketer of custom window coverings in Canada. For more information, call Hunter Douglas Canada at 800-265-8000 or visit [www.hunterdouglas.ca](http://www.hunterdouglas.ca).

###