

# HunterDouglas

## HUNTER DOUGLAS TOPS WCMA PRODUCT INNOVATION AWARDS FOR FOURTEENTH CONSECUTIVE YEAR

~ **Window Fashions Leader Wins More WCMA Awards than Ever Before in its History** ~

UPPER SADDLE RIVER, N.J., April 2, 2009 – The Window Covering Manufacturers Association (WCMA) Product Innovation Awards are the benchmark of excellence in the industry. The 2009 award results were just announced and Hunter Douglas, North America’s leading manufacturer and marketer of custom window fashions, has once again topped the esteemed competition. The window fashions leader captured more awards than any other manufacturer – an impressive 27 out of the 41 awards conferred went to Hunter Douglas companies – more than it has ever won. Hunter Douglas also swept more categories than ever before – five out of a total of 12, including: Cellular Shades, Green Products, Shadings & Sheers, Specialty Applications and Merchandising, where a total of 11 awards were granted.

“We’re delighted that the Window Covering Manufacturers Association panel of independent judges has given such a strong endorsement to our unparalleled products and to the extensive and highly effective marketing and sales support we provide to drive customers to Hunter Douglas dealers and grow their bottom lines,” said Hunter Douglas President and CEO Marv Hopkins. “As a company, we are dedicated to innovation, market leadership and customer service and these results are a testament to that. We’re grateful for the recognition and for the outstanding support of our fabricators and our dealer and designer customers and friends throughout the United States and Canada.”

Boasting the most extensive selection of innovative lifting systems and the widest array of fabrics, opacities, pleat sizes and colors on the market, the **2009 Duette® Honeycomb Shades Collection** captured **Best New Style Concept** in the Cellular Shades Category. Available to consumers May 5, the offering includes two new fabrics for Duette® Architella® honeycomb shades with their patented honeycomb-within-a-honeycomb construction for maximum control of energy flow through windows: the woven Meritage™ fabric and the Classic fabric from the existing Duette line. With these additions, there are now 156 Duette Architella SKUs, comprising 40 percent of the Duette product line. Other enhancements include the UltraGlide® retractable cord lifting system with quieter, more powerful operation and shades

that can be ordered 50 percent larger than before. Also new, the EasyRise™ continuous cord lifting system with the Top-Down/Bottom-Up design option.

Not surprisingly, Hunter Douglas also swept the Green Products Category, reserved for products that demonstrate environmental stewardship. **Enhancements to Duette® Architella® honeycomb shades** were named **Best Energy Efficiency**. **Vignette® Modern Roman Shades** available for the first time **with the LiteRise® cordless lifting system** on May 5 were honored with **Best New Technical Innovation** in the Health and Environmental Safety subcategory. Providing a low-profile headrail for reduced mounting depth, Vignette with LiteRise enhances child safety by eliminating potentially dangerous operating cords and the window fashion is raised and lowered with a gentle touch on the bottom rail. It is offered in the new Vignette Tiered™ stackable design option, now the opening price point for Vignette shades, making it especially affordable for young families. Like virtually all Hunter Douglas products, Vignette shades have passed rigorous standards and test procedures and are GREENGUARD Indoor Air Certified® as well as certified by GREENGUARD for Children & Schools<sup>SM</sup>.

The **2009 Vignette® Modern Roman Shades Collection** was also recognized in the Roman, Roller and Pleated Shades Category, walking away with top honors for **Best Overall Design**. It's no wonder – the collection has the most dramatic enhancements in the history of the product line. In addition to the LiteRise system and the new Tiered stackable design option, there are three new woven fabrics: Grasslands with the look and feel of natural woven fibers with no need for edge binding, borders or trim, Shantung with the appearance of Chinese silk and India Silk the look of raw silk; 34 new trend-forward colors; the retractable cord UltraGlide® Top-Down/Bottom-Up lifting system; specialty shapes with template-free ordering; expanded Vignette Tailored™ choices – the 6” flat fold is now available in all Vignette fabrics and colors; and wider widths – some in single widths up to 96”.

**Best Environmental Product** in the category went to the new **GlacierScreen™ solar shading fabrics** from Hunter Douglas Contract. This innovative roller shade offering delivers looks, durability and truly clean performance. Created using manufacturing techniques that avoid the use of VOC-emitting substances to eliminate off-gassing, these fabrics also feature anti-microbial properties. GlacierScreen fabrics are certified to meet GREENGUARD, GREENGUARD Children and Schools and Oeko-Tex standards for assessment of harmful substances in textiles.

In the Motorization Category, the **Platinum™ Technology wireless wall switch** won an **Honorable Mention** for **Best Enhancement to Existing Technology**. As of May 5, this

proprietary system will be available with an easy-to-install wireless wall switch for a new level of convenience when operating Hunter Douglas motorized window fashions. Customers can still use a Platinum remote, but for operating window fashions from the same place every time they can install this switch in the room. With a slim profile that blends almost anywhere, the battery-powered wireless wall switch can be secured to any interior wall. The stylish Decora design also allows for installation in any standard electrical junction box.

Combining sheer fabric that allows light in and rotating soft fabric vanes to keep light out, **Luminette® Privacy Sheers with state-of-the-art PowerGlide® 2.0 Platinum™ Technology** motorization swept the Shadings and Sheers Category, garnering an **Honorable Mention for Best Enhancement of Existing Product**. This new system offers a quieter and more powerful modular motor. The modular motor attaches and detaches from the headrail, providing easier installation. PowerGlide 2.0 also offers the ability to tie in directly with many home automation systems.

Hunter Douglas swept the Specialty Applications Category as well. **Best New Technical Innovation** was awarded to **Silhouette® window shadings with template-free specialty shapes**. Available to consumers May 5, Silhouette specialty shapes without a template dramatically simplify the ordering process. If no template is required, the dealer can simply provide outlined dimensions on a simple order form. Most specialty shapes are included, making the ordering process much more efficient for dealers and more convenient for homeowners.

**Enhancements to Duette® Architella® honeycomb shades**, which are now available in all specialty shapes, won an **Honorable Mention for Best Technical Innovation** in the category.

**Vignette® Modern Roman Shades in specialty shapes** captured **Best New Style Concept** in the category. Allowing consumers to cover almost any window with a Vignette shade, Vignette Specialty Shapes will be available as of May 5 in arches and angles, the two most popular shapes, with the new template-free ordering option that dramatically simplifies the ordering process. They are offered for perfect, imperfect and extended arch and angle shapes.

In the Vertical and Panel Tracks Category, **Skyline™ Gliding Window Panels with PowerGlide® 2.0 motorization and the new fabric valance** received an **Honorable Mention for Best Enhancement**. Combining infrared and radio frequency operation in a single remote control and allowing customers to control single or multiple Hunter Douglas shades at once, PowerGlide 2.0 with Platinum™ Technology is easy to install in customers' homes and as in-store displays. In addition to offering the ability to tie in directly with many home automation

systems, the Skyline motor is one of the quietest and most powerful on the market, driving up to a 384” track. The richly textured fabric valance with its 3.5-inch, larger-profile valance adds a soft, designer touch to any size window opening.

### ***HUNTER DOUGLAS WINS ALL AWARDS IN MERCHANDISING CATEGORY***

Winning all awards in the Merchandising Category, **Best Multi-platform Consumer Advertising Campaign** went to three Hunter Douglas initiatives: the “**Transformation**” :30-second TV Commercial, the **Duette® Architella® Co-op Ads** and the **Silhouette® Co-op Ads**. Projected to generate more than 141 million consumer impressions on top cable stations, the TV commercial highlights the exceptional beauty, comfort and energy savings that Hunter Douglas window fashions deliver to today’s consumers. Two customizable versions of the new commercial are being made available at no cost to dealers who want to run them on their own. The Duette® Architella newspaper ads reinforce the product’s energy savings, fusion of fashion and function as well as privacy and beauty. The Silhouette ads include one newspaper ad and others designed for use on the Web that communicate key product benefits with vivid images, such as the Mona Lisa with sunglasses and zinc oxide on her nose to illustrate how Silhouette shadings supply “Picture-perfect UV protection.”

A variety of Hunter Douglas programs, some targeted to consumers, others to the trade were named **Best Digital Marketing Campaign**. These include:

- The newly redesigned consumer Web site [www.hunterdouglas.com](http://www.hunterdouglas.com) with updated design, navigation and functionality as well as more recognizable product groupings, more prominent photography, greater promotion of the Hunter Douglas Advantage and a My Workbook feature.
- **The Hunter Douglas Learning Center** which provides dealers with access to flexible and convenient training on the Internet and now has a new look and feel and simplified navigation.
- **My Brand Builder™** – the all-in-one virtual advertising agency available to dealers online at [www.dealers.hunterdouglas.com](http://www.dealers.hunterdouglas.com).
- **Enhancements to the Internet Customer Management (iCM) Program**, the Web-based business tool that helps dealers manage their customers’ experiences more professionally. Now all Alliance dealers can mail postcards and customer surveys at the touch of a button.
- **Hunter Douglas E-mail Marketing** with four newsletters and three highly successful campaigns, including a rebate program with a projected ROI of \$6.

In the **Best of Point Sale Display** Category, the **Applause® Sunterra™ Fabric Brochure/P-O-P Display** captured the prize. This 7 ½” by 11” brochure brings home the fact that the Sunterra™ fabric is inspired by nature and emphasizes its inherent energy efficiency and the resulting savings. It easily converts into a three-sided display with actual fabric samples in 6” lengths.

**Honorable Mention** for **Best Point of Sale Display** was bestowed on the **Hunter Douglas Custom Shutter Collection Poster Series**, a high impact in-store visual that highlights the exclusive advantages of Heritage® hardwood shutters, NewStyle® hybrid shutters and Palm Beach™ polysatin shutters each in a separate poster. The posters can be conveniently mounted inside the three-sided shutter display or framed and wall-mounted.

The **2009 Duette® Sample Book Kit**, which has been streamlined to make selling even easier, earned an **Honorable Mention** for **Best New Sample Book**. A FOCUS theme addresses the five areas consumers need to consider: fabric – an index helps identify preference; opacity – a fan demonstrates the four opacities; construction – the four distinctive honeycomb cell constructions are shown; unique size – a pleat size fan to choose one of three options; and systems – a page outlining the offering. Inside the front cover is a concise benefits guide. The fabric decks also now show the pleat sizes that are available and the systems each fabric comes with on the back. A mini fan shade with Architella® Elan colors is included with the collateral.

**Best Existing Sample Book Enhancement** went to the **Skyline™ PowerGlide® 2.0 Launch Kit**. Everything dealers need to sell motorization and the new fabric valance is included in the kit and for only \$25, dealers receive over \$500 in product and advertising rebates. In addition, once sales collateral is removed, the kit itself turns into an eye-catching countertop display. There was also a display promotion incentive.

The **Hunter Douglas Promotional Programs** garnered **Best Trade Advertising and Promotional Program**. These integrated promotions are designed to be easy-to-execute, drive traffic to Hunter Douglas dealers to purchase, motivate consumers who are in-store to purchase and build awareness of the Hunter Douglas brand and sub-brands. The winning promotions included the three Hunter Douglas promotions in 2008 as well as the *Stop The Great Energy Giveaway* ending April 30, which has resulted in the highest level of dealer participation of any promotion to date and has been cited by consumers as the reason they purchased Hunter Douglas products up to 33 percent of the time.

**Best Trade Education** was a tie between **Hunter Douglas Alliance Key Training** and the **Hunter Douglas Bracket and Headrail Mounting booklet**. Key Training is a required one-

on-one support program customized for each new Hunter Douglas Gallery® and Showcase Priority Dealer®. It's designed to guide dealers through the programs and services available to make sure they're taking full advantage. Each dealer is assigned an expert Alliance trainer, who keeps in touch and guides him/her through live Web conference training that makes learning easy. Training can take anywhere from two weeks to four or more.

The *Hunter Douglas Bracket and Headrail Mounting Booklet* provides information on mounting requirements and finished dimensions for each bracket and application and works in conjunction with the *Hunter Douglas Full-Line Reference and Price Guide*. The easy-to-use 8 ½" by 5" booklet features actual-size illustrations for dealers and installers to place inside window casements and against walls for real views.

**Honorable Mention for Best Trade Education** was bestowed on the “**Profits by Design**” tele-seminar. This three-session seminar, now available online at the Hunter Douglas Learning Center, provides keys to successfully promoting Luminette® Privacy Sheers as well as general selling and self-promotion strategies. Individual sales coaching was also offered.

Hunter Douglas, Inc, headquartered in Upper Saddle River, N.J., is the leading manufacturer of custom window fashions in North America and a national sponsor of Habitat for Humanity, covering windows in every Habitat home built in the U.S. and Canada.

For more information, contact your full-line Hunter Douglas fabricator or visit: [www.dealers.hunterdouglas.com](http://www.dealers.hunterdouglas.com).