PORTRAIT™
## HONEYCOMB SHADES

NORMAN®
SHUTTERS. BLINDS. SHADES.

MORE CHOICES,
MORE COMFORT,
MORE ENERGY EFFICIENCY

With rich materials, and an even richer history, Portrait™ Honeycomb Shades feature award-winning designs, exclusive options and industry leading construction – for no matter what the elements have in store.

Portrait™ features close to 500 fabric options, 5 cell sizes, and a multitude of lift systems –including child-safe cordless and motorized options. Plus award-winning solutions such as SmartFit™, SmartRelease™, Decoflex™, and Cordless Top-Down/Bottom Up. Portrait™ has a stylish answer for any lifestyle or light control need. And they look, feel, and perform like nothing else.

SmartFit™ Cordless System

FEATURES & BENEFITS

CHILD SAFE & FLAME RESISTANT

Our cordless options are certified "Best for Kids™". The unique cord release device in corded options has been tested to be effective in preventing entanglements. Flame resistant fabrics are also available for added peace of mind.

ENERGY EFFICIENCY

Utilizing unique construction and advanced materials, Portrait™ is made to insulate better. Experience fabric technologies that will make you feel more comfortable and save on energy.

FR Honeycomb

Cordless TDBU

Cordless Top Down / Bottom Up

SOLUTION BASED DESIGN

Discover design that is a cut above the rest: an extra light block in Decoflex™ for more effective room darkening and privacy control on the sides; a dedicated skylight and sloped window solution that won't droop in the middle; a Light Guard option that blocks stray light in the margins between the window opening and the shade.

Decoflex™
SCAN TO WATCH

MAKE ROOM FOR IT ALL

From festive gatherings and movie nights to afternoon naps on Saturday, there are so many ways to relax. Our honeycomb solutions can help you create your space, and make room for everything and everyone. For the ultimate relaxation, while making it feel modern, with the clean lines and shapes of our honeycomb.

Decoflex™

Day & Night

WCMA CERTIFIED "BEST FOR KIDS™"

Norman® is an active participant in the WCMA "Best for Kids™" safety certification program. Products designated "Best for Kids™" include SmartRise™ Cordless, SmartFit™, Cordless TDBU, Cordless Day & Night, and Vertical Honeycomb for Patio Doors. These products are certified to have inaccessible inner cords, or have inner cords that cannot in any way create a hazardous loop.

Safety
SCAN TO WATCH

CERTIFIED
BEST FOR KIDS

KIDS
DESIGN
AWARD

RE-ENGINEERED & MODERNIZED

Portrait™ delivers smoother, quieter and more consistent performance. It is specially made to be free from billowing, creeping and drooping. The exclusively designed rail system includes a built-in light block that helps keep glare at bay.

GET THE *MOST* ENERGY SAVINGS

Your windows are a source through which surprising amounts of energy for heating and cooling can be lost. The pockets of our unique cellular fabrics create a layer of insulation, for substantial energy savings and protection against energy loss.

*SAVE UP TO 34.1% MORE ENERGY**

Solar heat passes through windows in the summer, while indoor heat escapes in the winter. The circulation of indoor and outside air is also a cause of energy loss. Our honeycomb shades can significantly protect your home from these types of energy losses – to create a more comfortable living environment year-round, while helping you leave a smaller carbon footprint.

	No Honeycomb Shades	With 45mm Double Cell Light Filtering	With 45mm Double Cell Room Darkening
Air Conditioner Load (MJ)	37,715 MJ	27,863 MJ	24,859 MJ
Power Consumed (kwh)	3,492 kwh	2,580 kwh	2,302 kwh
Energy Savings	None	26.1%	34.1%

*Individual results will vary. Calculation based on simulated yearly energy savings derived from "Lescom Wind" model by Takeda Jen Tokyo University of Science. The simulation assumes the following:

- 34.28m² room
- 45mm double cell room darkening fabric
- Energy efficiency of A/C : COP=3
- Windows: 1 in east (6 m²), 2 in south (12 m²), 1 in west (6 m²)
- Window Glass: Double glass (3mm+A6+3mm)
- A/C settings: 26˚c for cold room, 21.7˚c for warm room

▶▶ *Double air layer insulate air and heat !*

COLD AIR OUTDOOR

WINDOW GLASS

Air pocket

Air pocket

WARM AIR INDOOR

HONEYCOMB SHADE
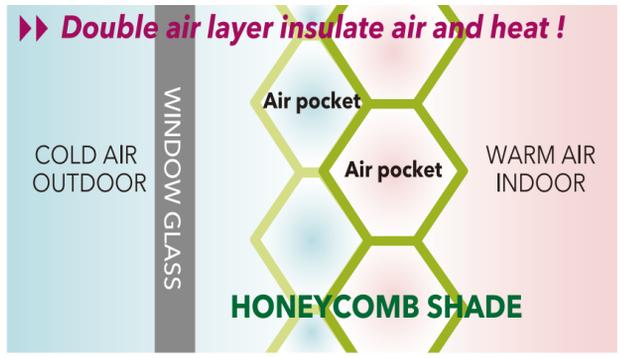
SHEER   LIGHT FILTERING   ROOM DARKENING

UV BLOCKAGE BY FABRIC TYPE

Choose from a range of UV blockage from room darkening, to light filtering, to sheer. Choose room darkening to significantly calm and darken your room, up to 100% of UV light. Choose light filtering for a range of UV blockage, to help you create the perfect mellowed out area. With our sheers, block as little as 49.9% of UV light, for a cheerful or perhaps romantic setting with beautiful softened views of the outside scenery and warm gentle light.

SHEER: 49.9% TO 71.5% UV BLOCKAGE
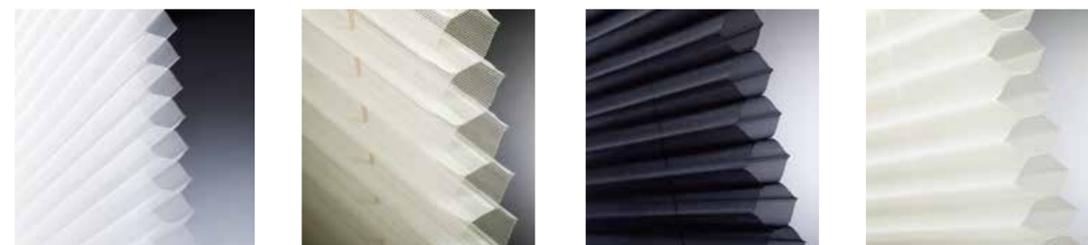
LIGHT FILTERING: 88% TO 97% UV BLOCKAGE

ROOM DARKENING: 100% UV BLOCKAGE
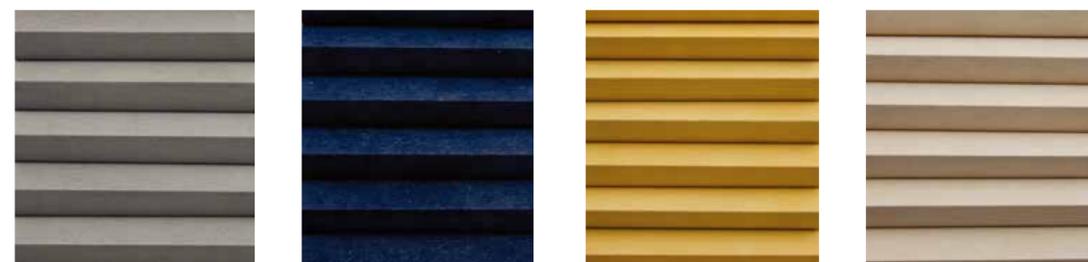
FLEXIBLE LIGHT CONTROL OPTIONS

Opacities from sheer to light filtering to room darkening. Sheer fabrics are perfect for day & night shades: a light dampening sheer during the day, and a room darkening fabric for extra light and privacy control at night.

SPECIALTY OPTIONS

Light Guard
SCAN TO WATCH

SmartRise™ Cordless System

## CONTROL PESKY MARGIN LIGHT & SAVE ENERGY

REGULAR
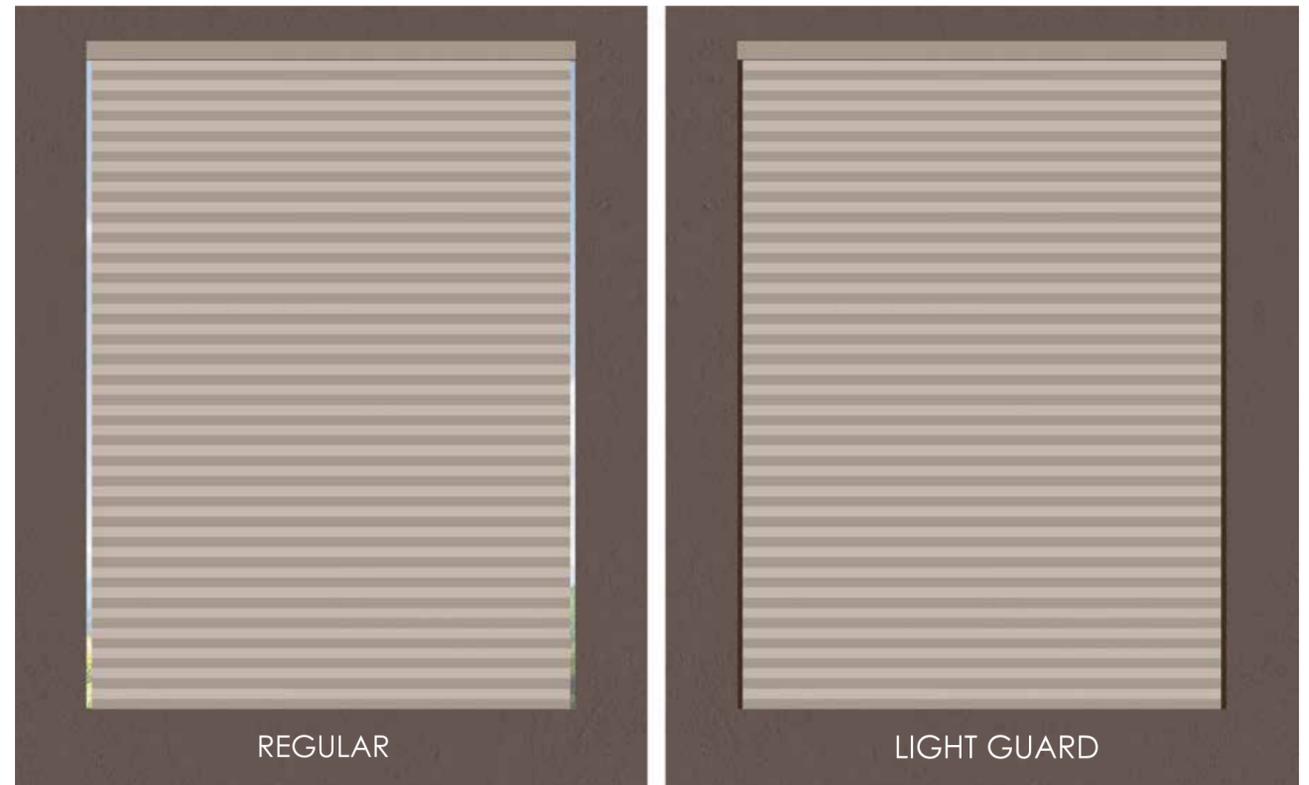
LIGHT GUARD

LIGHT GUARD

Specifically designed to block incoming light that escapes off the sides of the window opening and to provide insulating protection at the margins. The innovative light block smartly achieves maximum window coverage from edge to edge.

Black

Chocolate

Cloud Cream

Day Light

Silver

Warm Sand

*All colors of light guards depicted in this sample guide are for reference only. For actual colors, please refer to actual color swatches.

SmartRelease™
SCAN TO WATCH

Decoflex™
SCAN TO WATCH

SmartRelease™
The proprietary technology makes daily lowering almost effortless, especially on larger windows. With a single pull, the shade "releases" and glides to a closed position automatically – smoothly, quietly, and effortlessly.

Decoflex™
Featuring a sleek and elegant frame plus a SmartFit™ shade. A great solution for square windows or french doors. Decoflex™'s shade offers top-down / bottom-up adjustment while its frame ensures light and privacy control on all sides.

reddot award

Vintage L

Vintage Hang Strip

Frame Colors
(Decoflex ™ & Palladian Shelf)

Pure White	Extra White	Silk White	Bright White	Pearl	Ivory Lace
Creamy	Crisp Linen	Butter	String	Moondust	Sea Mist
Hall Gray	Ice	Chai	Stone Gray	Brown Gray	Clay
Decorators White	Sky Gray	Element Gray	Storm Gray	Dawn	Cloud Blue
Taupe Gray	Classic Black	Winchester White 2010	Rustic Gray	Weathered Teak	Limed White
Pebble	Natural	Golden Oak	Goldenrod	Dark Teak	Cordovan
New Ebony	Black Walnut	Red Oak	Rich Walnut	Old Teak	Wenge
Auburn	Matte Black	Pretzel	Sumatra	Toffee	Driftwood
Silver Gray	Mist	French Oak			

*All colors of frames depicted in this sample guide are for reference only. For actual colors, please refer to actual color swatches.

Decoflex™

Featuring a sleek and elegant frame plus a SmartFit™ shade. A great solution for square windows or french doors. Decoflex™'s shade offers top-down / bottom-up adjustment while its frame ensures light and privacy control on all sides.

Vintage L

Vintage Hang Strip

SmartFit™

Experience enhanced safety, less light leakage, and more streamlined profile. The award-winning system adjusts from the top and bottom, and has no dangling cords in the middle. When closed, SmartFit™'s fabric stack creates a smaller footprint for a more enjoyable view.

Cellular Shades
2012 WCMA Product Awards WINNER
Most Innovative Overall Concept

Cellular Shades
2012 WCMA Product Awards WINNER
Best New Technical Innovation

CERTIFIED™
BEST FOR KIDS

KIDS DESIGN AWARD
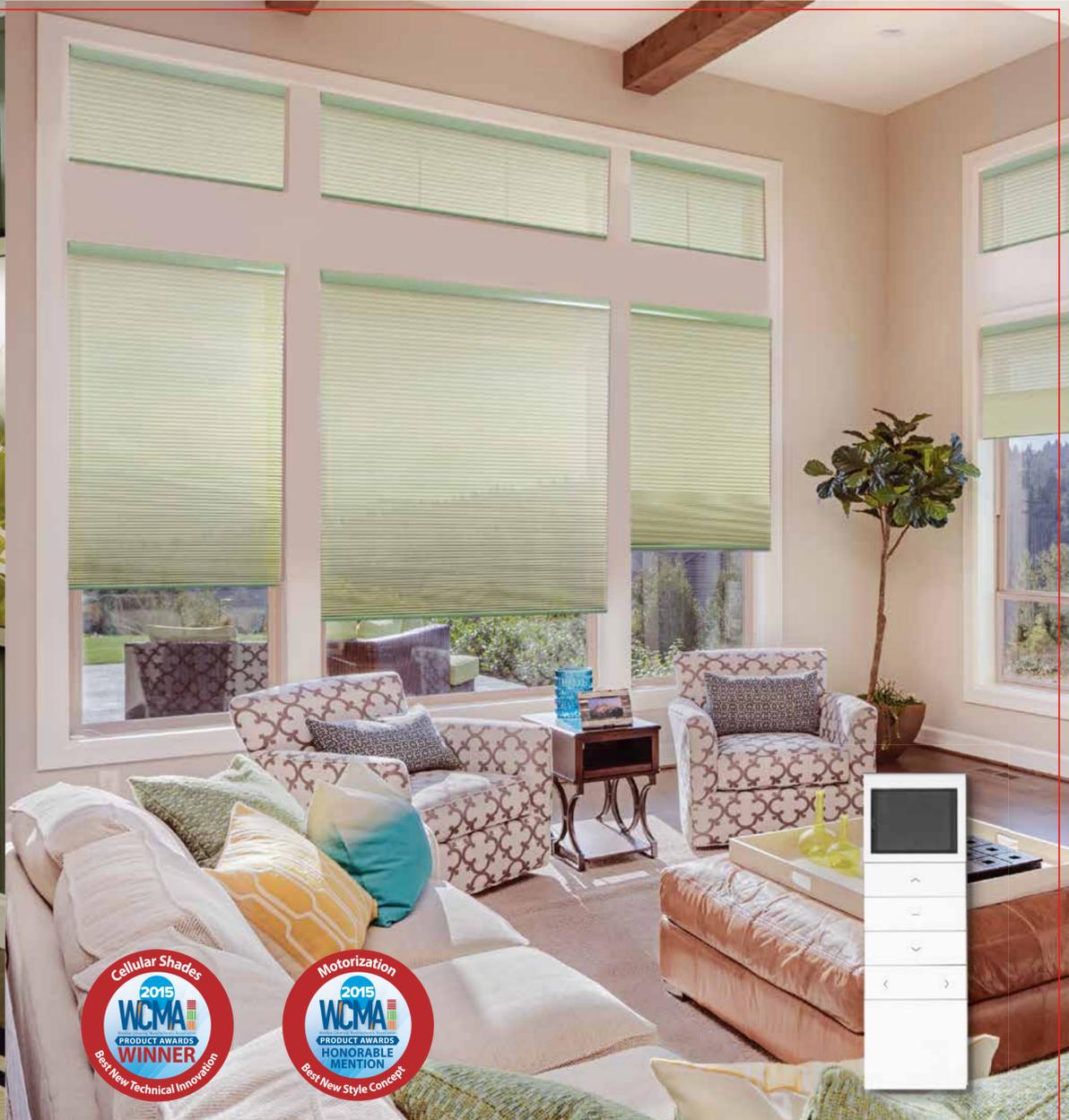
Motorization

Raise or lower from up to 20m away, even on Day & Night Shades or Top-Down / Bottom-Up Shades. Our motorization delivers convenient and consistent performance, and comes with an intuitive remote control, along with quiet, energy efficient motors.

Cellular Shades
2015 WCMA Product Awards WINNER
Best New Technical Innovation

Motorization
2015 WCMA Product Awards HONORABLE MENTION
Best New Style Concept

Day & Night Shades

Like two shades in one. Choose two fabrics for the ultimate in looks and light control versatility.

Palladian Shelf

The innovative solution creates a decorative mounting surface inside an arched window so a rectangular shade can be installed beneath an arched specialty shape shade. Palladian shelves are an elegant way to split the curved top part of the window with the squared bottom part of the window.

Patio Door Vertical

The sliding solution is a polished way to add style and insulation to patio doors and sliders, some of the biggest window openings in the house where energy loss is often overlooked. It is also a perfect way to section off rooms, creating privacy zones for everyone to relax.

Patio Door Vertical Day & Night

Morning time. Nap time. Entertaining time. The Day & Night shade gives you more light control and privacy options to help set the mood and make everyday moments magical, and every night. Choose from a sheer fabric and a room darkening fabric to explore different levels of openness to create a perfect environment for everything and everyone.

Specialty Shapes

Select from the most popular specialty shapes to provide a total cellular solution. Our array of specialty shapes includes arches, quarter round, triangles, and more! Experience quality and style on even the most challenging applications.
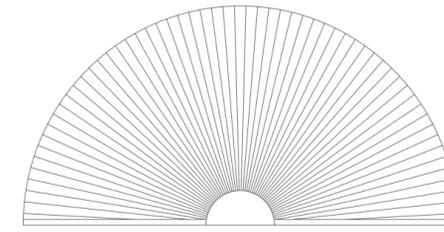
Perfect Arch (Half Round)
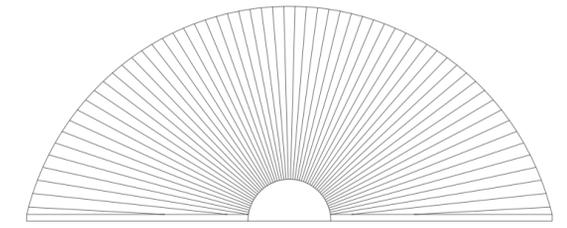
Eyebrow
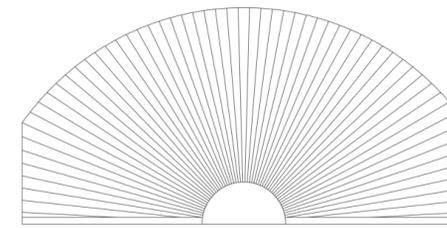
Elongated Eyebrow
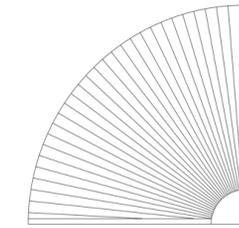
Quarter Round Left
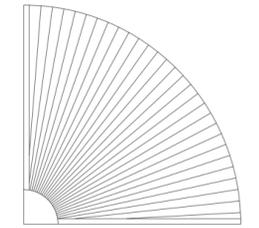
Quarter Round Right
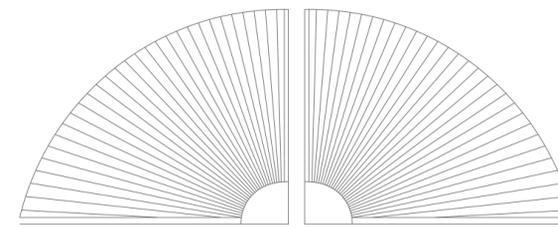
Half Eyebrow Left

Half Eyebrow Right
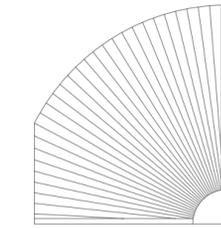
Arch On Top Left
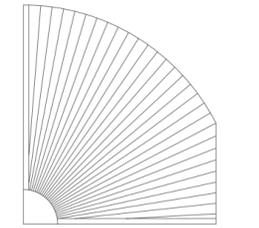
Arch On Top Right
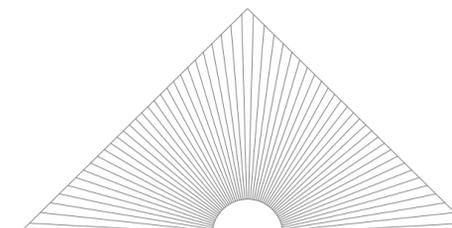
Triangle
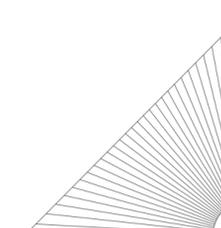
Angle Top Left
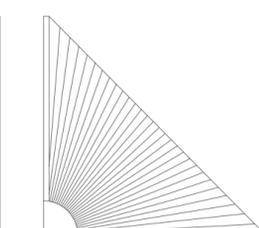
Angle Top Right

CELL SIZE OPTIONS

25mm Single

45mm Double

45mm Single &
62mm Double

62mm Single

SMARTRISE™

CORDLESS TOP DOWN/
BOTTOM UP

CORDLESS DAY & NIGHT

SMARTFIT™
with Alum Preinstalled Top Rail

SMARTFIT™ without Alum
Preinstalled Top Rail

SMARTFIT™ FOR SLOPED WINDOWS

DECOFLEX™
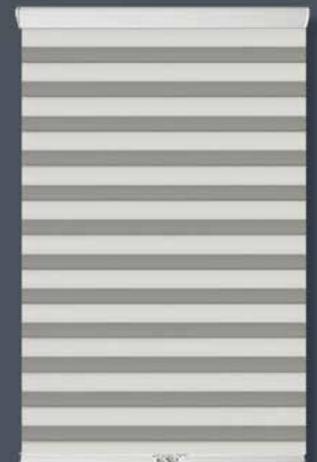
LIFT SYSTEM

Select from our innovative shade systems featuring improved hardware and lift technology. There's a perfect shade system for no matter what your lifestyle has in store.

SmartRise™ Cordless System

MOTORIZATION

CORD LOOP & SMARTRELEASE™

CORD LOOP TD

CORDED

MOTORIZED SMARTRISE™

MOTORIZED TOP DOWN

MOTORIZED DAY & NIGHT

SPECIAL APPLICATION

CORD LOOP DAY & NIGHT

CORDED

PATIO DOOR VERTICAL

PATIO DOOR VERTICAL DAY & NIGHT

CORDED TOP DOWN/ BOTTOM UP

CORDED DAY & NIGHT

Lift Systems	3/8"(25mm) Single	1/2"(45mm) Double	3/4"(45mm) Single	3/4"(62mm) Double	1 1/4"(62mm) Single
Cordless	✓	✓	✓	✓	✓
Cordless TDBU	✓	✓	✓	✓	✓
Cordless Day & Night	✓	✓	✓	✓	✓
SmartFit™	✓	✓	✓	✓	✓
SmartFit™ for Sloped Windows	✓	N/A	N/A	N/A	N/A
Decoflex™	✓	N/A	N/A	N/A	N/A
Decoflex™ for Skylights	✓	N/A	N/A	N/A	N/A
SmartRelease™	✓	✓	✓	✓	✓
Cord Loop	✓	✓	✓	✓	✓
Cord Loop TD	✓	✓	✓	✓	✓
Cord Loop Day & Night	✓	✓	✓	✓	✓
Corded	✓	✓	✓	N/A	N/A
Corded TDBU	✓	✓	✓	N/A	N/A
Corded Day & Night	✓	✓	✓	N/A	N/A
Motorized Cordless	✓	✓	✓	✓	✓
Motorized Cordless TD	✓	✓	✓	✓	✓
Motorized Day & Night	✓	✓	✓	✓	✓
Patio Door Vertical	N/A	N/A	✓	N/A	✓
Patio Door Vertical Day & Night	N/A	N/A	✓	N/A	✓
Specialty Shapes	✓	✓	✓	N/A	N/A

SIZE CONSIDERATIONS

Lift Systems	Width		Length		Max. Area
	Min	Max	Min	Max	
Cordless	280mm	2500mm	250mm	2200mm	5.5 SQM
Cordless TDBU	380mm				
Cordless Day & Night					
SmartFit™	220mm	1800mm[1]	150mm		4 SQM[2]
SmartFit™ for Sloped Windows	220mm	1500mm	150mm	3000mm	4.5 SQM
Decoflex™[3]	270mm	1880mm[4]	210mm	2235mm	4.2 SQM[4]
Decoflex™ for Skylights[3]	270mm	1540mm	190mm	3090mm	4.67 SQM
Cord Loop & SmartRelease™	380mm				
Cord Loop TD	610mm[5]	3000mm			7.5 SQM
Cord Loop Day & Night					
Corded	220mm	2500mm	250mm	3600mm	5.5 SQM
Corded TDBU					
Corded Day & Night					
Motorized Cordless	550mm				7.5 SQM
Motorized Cordless TD	790mm[6]	3000mm			4.6 SQM
Motorized Day & Night					
Patio Door Vertical	750mm	3700mm	600mm	3000mm	11.1 SQM
Patio Door Vertical Day & Night					

1. Maximum width is 1270mm for Smartfit™ Model A on 3/8"(25mm) single cell.
2. Maximum area is 2.6 SQM for Smartfit™ Model A on 3/8"(25mm) single cell.
3. Maximum frame to frame measurements.
4. Maximum width is 1320mm and Maximum area is 2.75 SQM for Decoflex™ Model A.
5. Minimum width for lengths greater than 1828mm is 770mm.
6. Minimum width for lengths greater than 1828mm is 890mm.

HOW TO CHOOSE

CELL SIZE
Classic cells or bigger cells?

A gallery of colors and opacities in 5 cell sizes from small to medium to large. Larger cells are great for larger windows

LIGHT EFFECT
How much light filter?

Select the amount of light that goes through the shade from translucent sheer to light filtering to room darkening. Or pick two fabrics for a day & night shade

INSULATION
Single cell or double cell?

The unique construction of our honeycomb insulates your home from cold and heat for lower energy bills. Choose from single or double cell for your unique design and energy efficiency needs

WINDOW SHAPE
Rectangular or Specialty Shape?

Our expanded sizes, special options for angled or curved windows, along with solutions for french doors, patio doors, and skylights, mean you can create stylish impact while enjoying the benefits of insulating honeycomb throughout the house

SHADE SYSTEM
*What kind of shade?*
How do you want to raise or lower?

Portrait™ offers shade systems you won't find anywhere else. The collection includes corded, cordless, cord loop, motorization and more. Plus day & night shades and special options for top down/bottom up adjustment

Patio Door Vertical

NORMAN®

SHUTTERS. BLINDS. SHADES.