

NORMAN®  
SHUTTERS. BLINDS. SHADES.

PORTRAIT™  
HONEYCOMB 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, 6 cell sizes, and a multitude of lift systems – including child-safe cordless and motorized options. Plus exclusive solutions such as our award-winning SmartFit®, SmartFit® with Frame , 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.



reddot award  
product design



# FEATURES & BENEFITS

## CHILD SAFE & FLAME RESISTANT

Our cordless options are certified WCMA “Best for Kids™” and have been rigorously tested for safety. Choosing products with the “Best for Kids” label gives extra assurance that the window treatments are free from cords that pose a strangulation risk to infants, young children and pets. And with our extensive collection flame-resistant but high-fashion fabrics, our honeycomb shades are among the safest on the market.

## ENERGY EFFICIENCY

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







Cordless Top Down / Bottom Up





# SOLUTION BASED DESIGN

Discover design that is a cut above the rest: an extra light block in SmartFit® with Frame 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.

SmartFit® with Frame  
SCAN TO WATCH



SmartFit® with Frame



# 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.





## 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



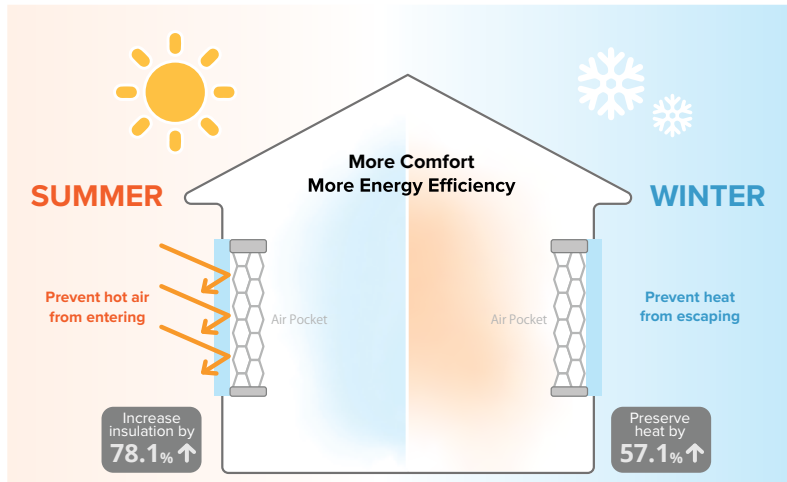




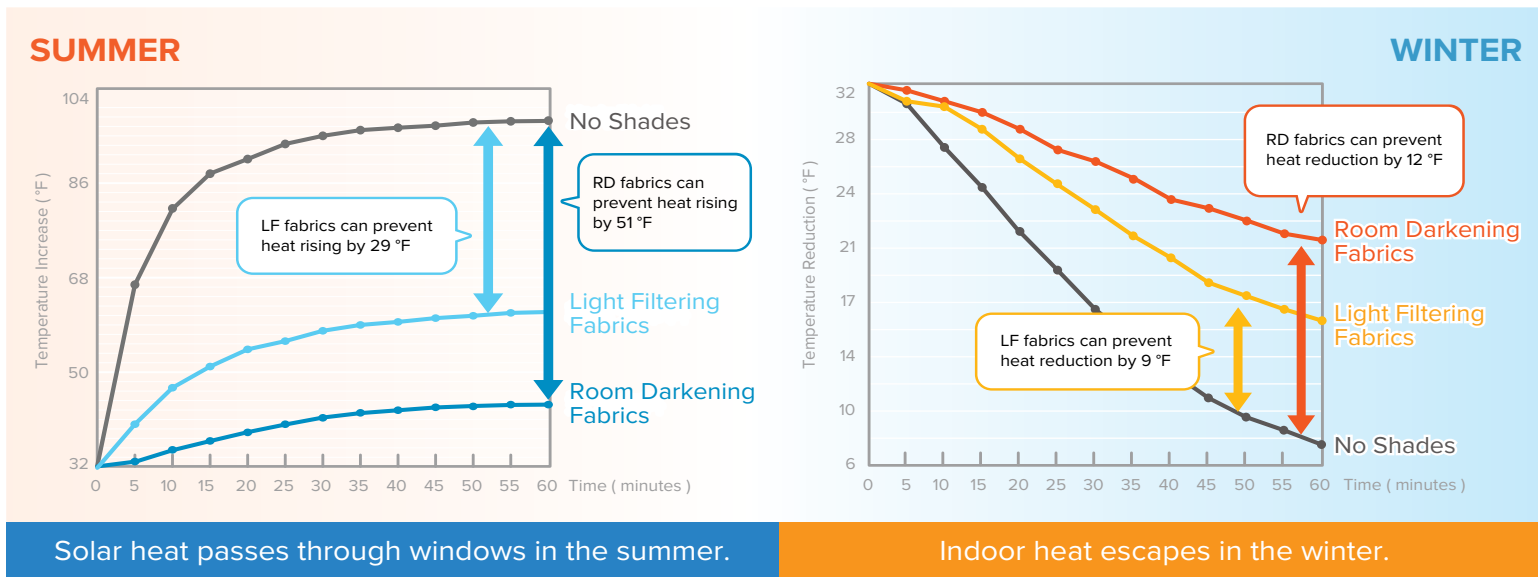
## RE-ENGINEERED & MODERNIZED

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.



## Test Methods:

- Heat insulation test (infrared lamp at 140°F testing)  
Simulate the summer weather and test the effect of a honeycomb shade heat against heat flowing into the room
- Heat Preservation test  
Simulate the winter weather and test the heat preservation effect of a honeycomb shade
- Tests were conducted by Japan Textile Product Quality and Technology Center.

\*1/2" Double Cell shades were tested.



SmartRise™ Cordless





SHEER

WINDSONG

LIGHT FILTERING

LF DESIGNER

ROOM DARKENING

## FLEXIBLE LIGHT CONTROL OPTIONS

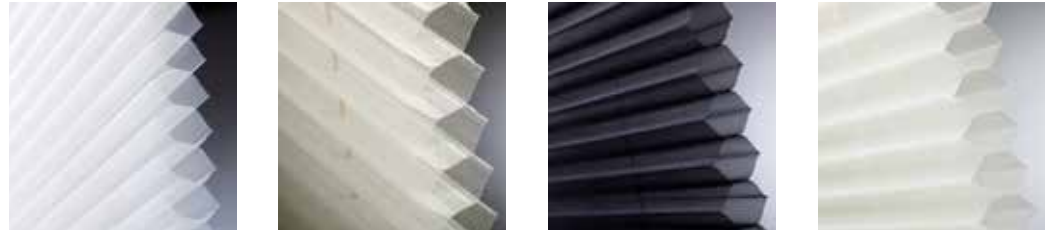
Opacities from sheer to light filtering to room darkening. Sheer fabrics are perfect for day & night shades: a light softening sheer during the day, and a room darkening fabric for extra light and privacy control at night.

# UV BLOCKAGE BY FABRIC TYPE

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

\*The UV protection performance varies depending on the color of the fabric. The darker the color, the higher the blockage percentage is.

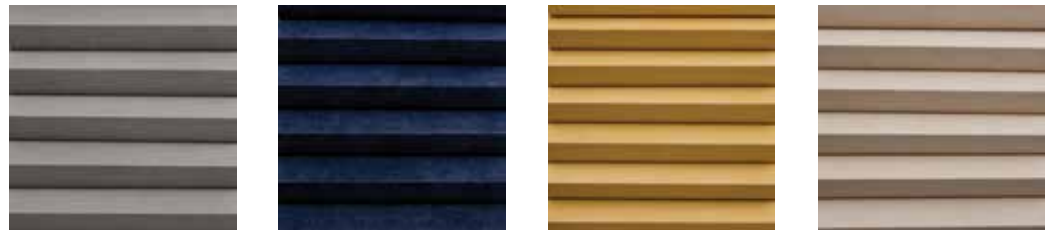
## SHEER: 49.9% TO 71.5% UV BLOCKAGE



## LIGHT FILTERING: 88% TO 97% UV BLOCKAGE



## ROOM DARKENING: 100% UV BLOCKAGE



# SPECIALTY OPTIONS



SmartRise™ Cordless System  
with Light Guard



# CONTROL PESKY MARGIN LIGHT & SAVE ENERGY



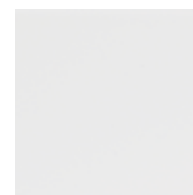
REGULAR



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, made from aluminum, smartly achieves maximum window coverage from edge to edge.



White



Cottage White



Silver



Black Ink



Chocolate



Sahara

\*All colors of Light Guards depicted are for reference only. For actual colors, please refer to actual color swatches.



## SmartFit® with Frame

Featuring a sleek and elegant frame plus a SmartFit® shade. The award-winning cordless design is a practical and stylish solution for square windows or french doors. SmartFit® with Frame offers top-down / bottom-up shade adjustment while its frame ensures extra light control and privacy control on all sides.

SmartFit® with Frame  
SCAN TO WATCH



VINTAGE L FRAME



BEADED L FRAME



2" CAMBER DECO FRAME



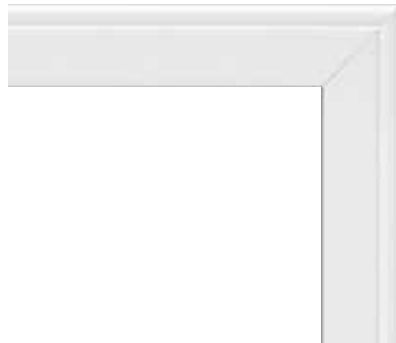
2" CLASSIC DECO FRAME



3" RIDGE DECO FRAME



1 1/4" BEADED Z FRAME



1 1/2" & 2" BULLNOSE Z FRAME



2" BEL AIR Z FRAME



3" CROWN Z FRAME



HANG STRIP

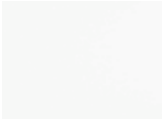
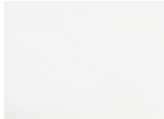
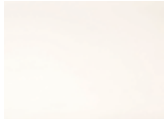
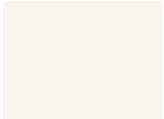
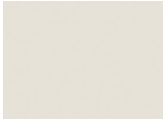
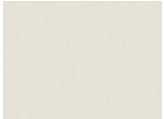
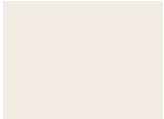
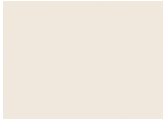
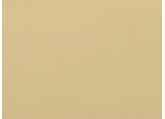



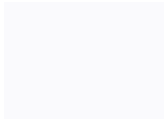
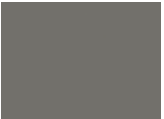

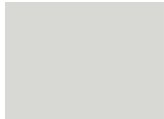
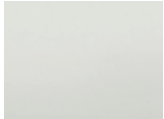

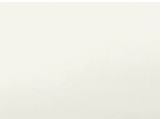





























# FRAME COLORS

SmartFit® with Frame & Palladian Shelf

								
001 Pure White	002 Extra White	003 Silk White	004 Bright White	006 Pearl	007 Ivory Lace	009 Creamy	012 Crisp Linen	013 Bisque
								
017 Gray Black	019 String	032 Sea Mist	046 Ice	053 Clay	063 Decorator's White	066 Winchester White 2010	076 Aura White	080 Taupe Gray
								
090 TS White	108 Rustic Gray	110 Limed White	200 Natural	202 Golden Oak	205 Goldenrod	221 Black Walnut	227 Red Oak	229 Rich Walnut
								
230 Old Teak	237 Wenge	242 Auburn	246 Matte Black	248 Pretzel	250 Sumatra	252 Toffee	254 Driftwood	255 Silver Gray
								
600 True White	601 Chiffon	603 Natural Linen	609 Chateau Brown	836 Classic Black	862 French Oak			

All colors printed in booklet are for **reference only** and may differ from those of our actual products.  
Please refer to our color swatch samples for actual product colors.



# The Gold Standard in Shade Motorization

- A gentle upward tap on the bottom rail is all it takes to lift or lower; tap again to stop.
- Intuitive remote design: learn to use in no time; simple and easy-to-read; no complicated functions to slow you down.
- Customizable presets: to adjust a single shade, a room of shades or group of shades from over 30 ft away with RF technology. A dedicated "ALL" key lifts and lowers all shades.
- Simply rest the rechargeable wand onto the shade's charging port to recharge. No ladders, tools, risk of falling or need to move any furniture.
- The unique Dual Power Meters conveniently display the shade's charge level as well as the charge level of the wand itself.
- Jam-protection: The Auto Brake technology that stops the shade when encountering obstructions.

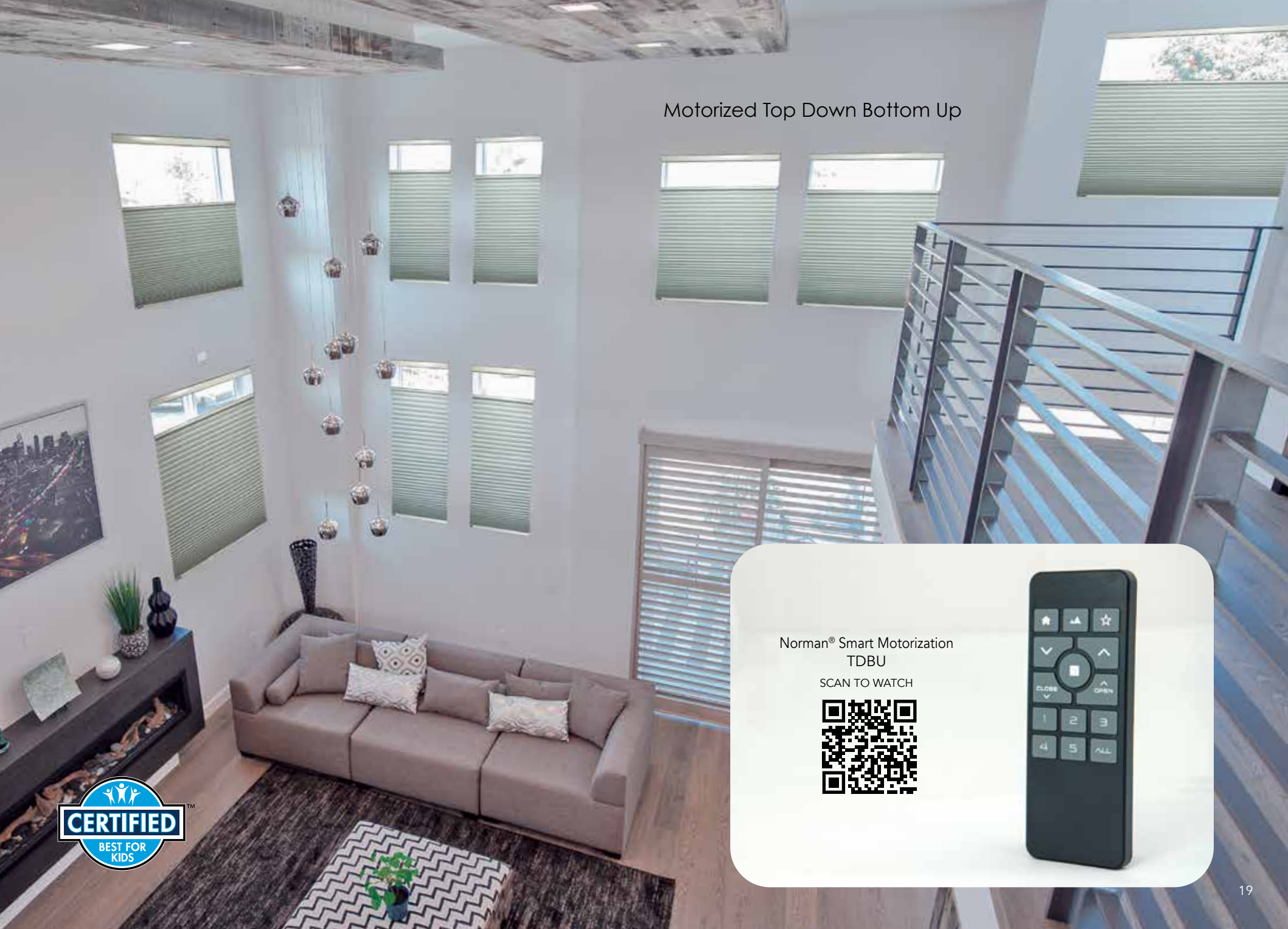


Motorization  
SCAN TO WATCH





Motorized Top Down Bottom Up



Norman® Smart Motorization  
TDBU

SCAN TO WATCH





## 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.

SmartFit®  
SCAN TO WATCH







## SmartFit® Dual Shade

The 2019 WCMA Product of the Year, SmartFit® Dual shade features two SmartFit® shades seamlessly integrated for effortless adjustment, as a single shade or two shades. When closed, SmartFit® Dual Shade stacks tightly together for an ultra-slim window footprint. When open, split control offers a multitude of light control, privacy and style options.

SmartFit® Dual Shades  
SCAN TO WATCH





## Day & Night Shades

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







## 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

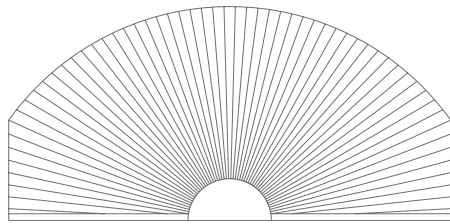
Morning time. Nap time. Entertaining time. The Day & Night shade gives you more light control and privacy options to help set the mood and make everyday moments magical, and every night. Choose from a sheer fabric and a room darkening fabric to explore different levels of openness to create a perfect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



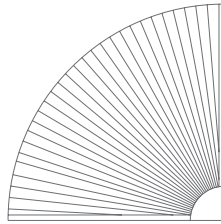
## Specialty Shapes

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.

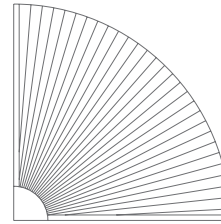




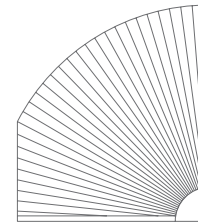
Elongated Eyebrow



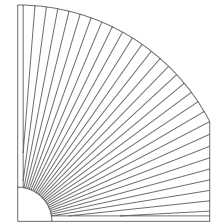
Quarter Round  
Left



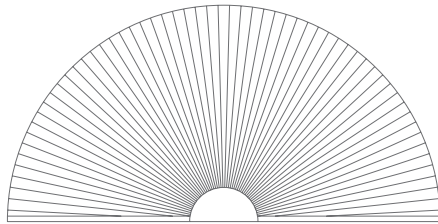
Quarter Round  
Right



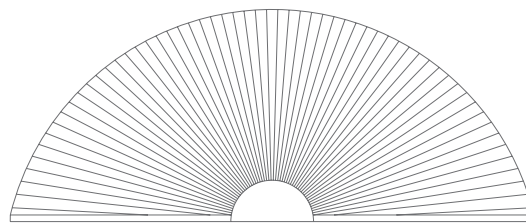
Arch On Top  
Left



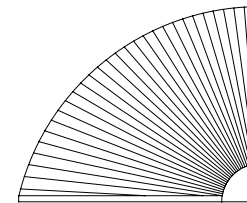
Arch On Top  
Right



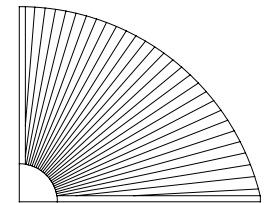
Perfect Arch (Half Round)



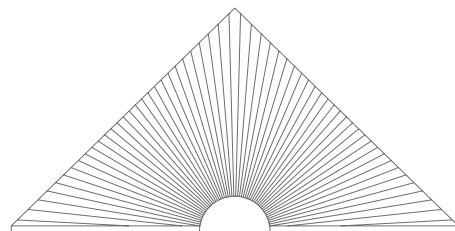
Eyebrow



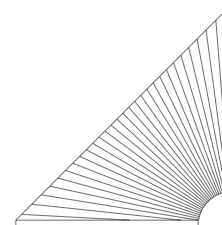
Eyebrow Left



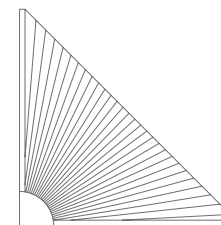
Eyebrow Right



Triangle



Angle Top  
Left



Angle Top  
Right

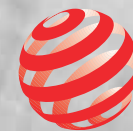


Specialty Shapes





# Windsong Fabric



reddot winner 2021



# Designer Fabric Collection

Introducing a new era of luxury, style and innovation in honeycomb fabric. Our new Designer Fabric Collection is high-fashion and full of heritage inspired details. Offering a look that's rich yet streamlined, sharp yet soft. And with the benefit of our advanced honeycomb technology, the New Designer Fabric Collection promotes energy efficiency and is ultra low maintenance – geared for years of enjoyment, made to augment the comfort of your home with breathtaking luxe appeal.

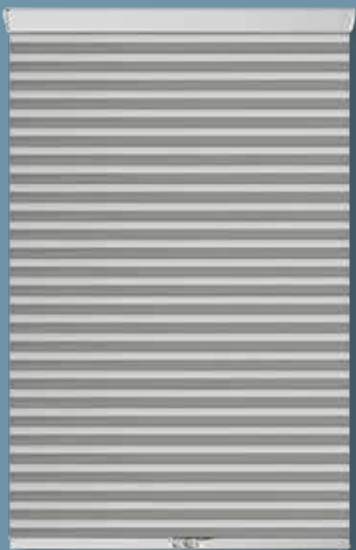


# Palladian Shelf

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 from the squared bottom part of the window.



## CELL SIZE OPTIONS



3/8" Single



9/16" Single



1/2" Double

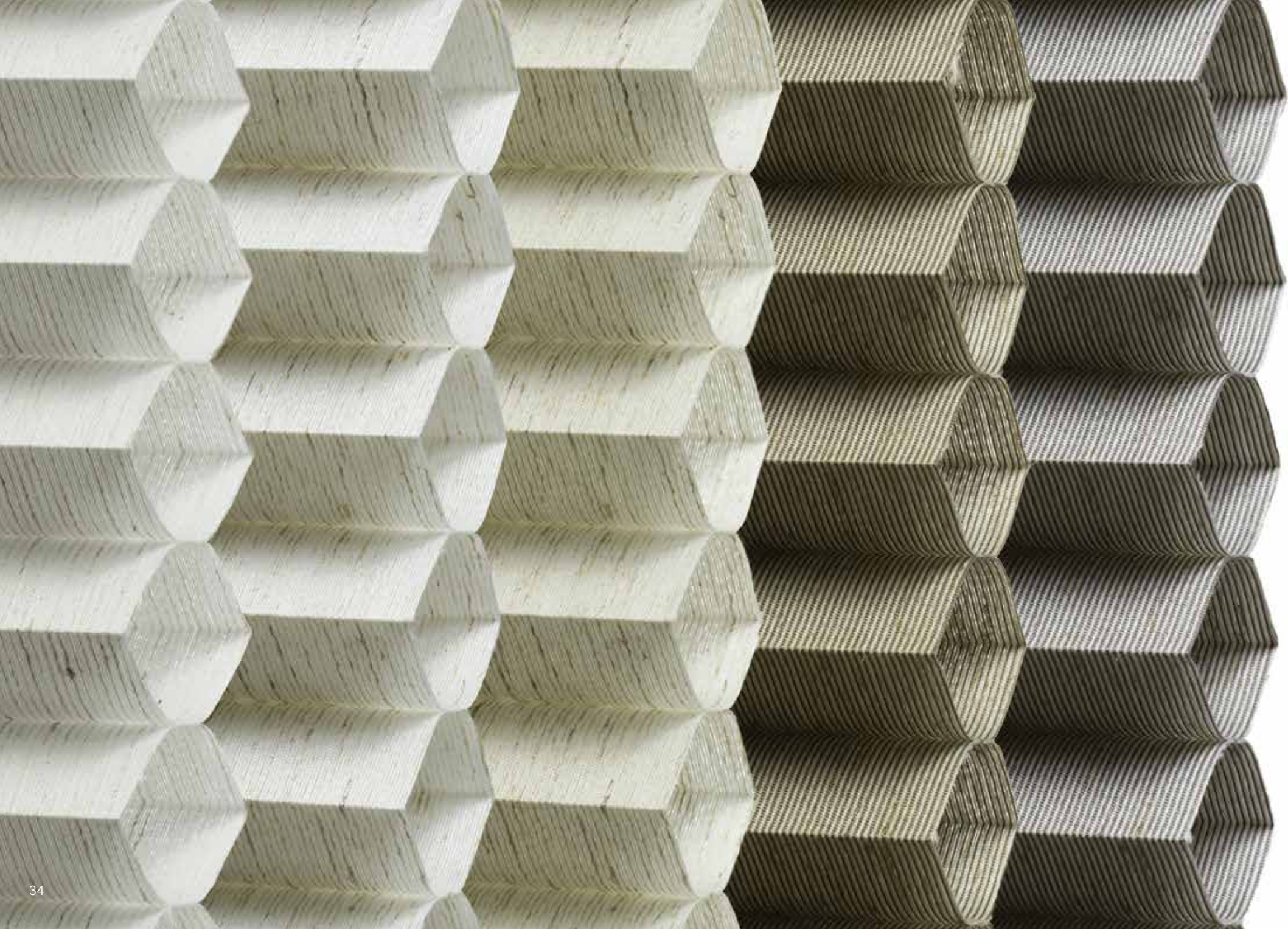


3/4" Single & Double



1 1/4" Single







# 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



## CORDLESS



SMARTRISE™  
CORDLESS



CORDLESS TOP DOWN/  
BOTTOM UP



CORDLESS DAY & NIGHT



SMARTFIT®



SMARTFIT® WITH FRAME



SMARTFIT® DUAL SHADE



SMARTFIT® FOR  
SLOPED WINDOWS



SMARTFIT® FOR SLOPED  
WINDOWS WITH FRAME

## MOTORIZED



MOTORIZED BOTTOM UP



MOTORIZED TOP DOWN BOTTOM UP



MOTORIZED DAY & NIGHT

## VERTICAL APPLICATION



PATIO DOOR VERTICAL



PATIO DOOR  
VERTICAL DAY & NIGHT



# HOW TO CHOOSE

## CELL SIZE

### Classic cells or bigger cells?

A gallery of colors and opacities in 6 cell sizes from small to medium to large. Larger cells are great for larger windows

## LIGHT EFFECT

### How much light?

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

## FABRIC PROPERTY

### What are the properties of fabric?

Explore our carefully curated collections of fabrics, including Flame Resistant and award-winning woven fabrics. Flame resistant fabrics are NFPA 701 compliant for extra peace of mind, while woven fabrics have an immaculate tailored look for high-end styling.

## 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, specialty shape 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 SmartRise™ cordless, vertical, motorization and more. Plus day & night shades and special options for top down/ bottom up adjustment





Smartfit® Dual Shade

For Lift Systems & Size Considerations, please scan the code below.



Woven & Designer  
Collections



9/16\"/>



Light Filtering



Room Darkening &  
Sheer

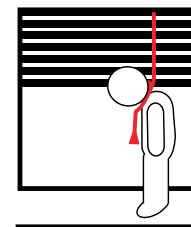






**NORMAN**<sup>®</sup>  
SHUTTERS. BLINDS. SHADES.

## ! WARNING/ ADVERTENCIA



Window blind cord can **STRANGLE** your child. To prevent strangulation, purchase cordless products or products with inaccessible cords.

La cuerda de la persiana puede **ESTRANGULAR** a su niño.  
Para evitar el estrangulamiento, compre alternativas cuerda o productos con cuerdas inaccesibles.

SAHSSB15-DG