

# 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, 5 cell sizes, and a multitude of lift systems – including child-safe cordless and motorised options. Plus exclusive solutions such as our award-winning 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.





# 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.







SmartRise™ Cordless System





# 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.





## 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 & MODERNISED

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	<b>26.1%</b>	<b>34.1%</b>

\*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:

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







SHEER

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.

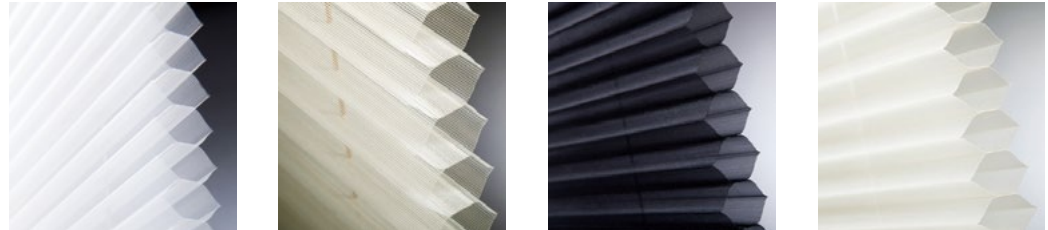


# UV BLOCKAGE BY FABRIC TYPE

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 colour of the fabric. The darker the colour, the higher the blockage percentage is.

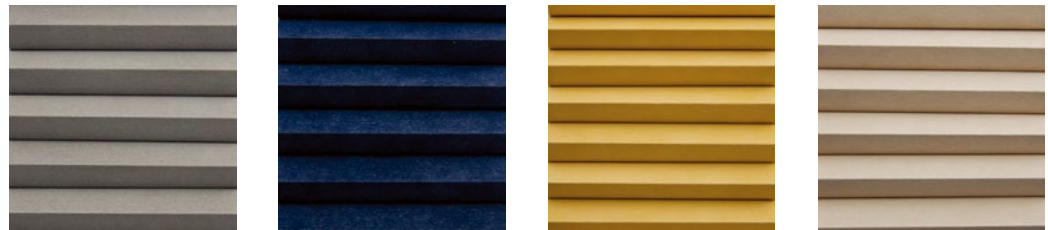
## SHEER: 49.9% TO 71.5% UV BLOCKAGE



## 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



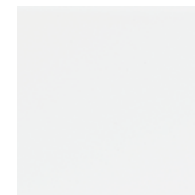
REGULAR



LIGHT GUARD

## LIGHT GUARD

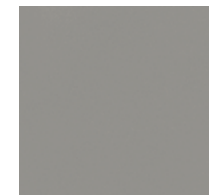
Specifically designed to block incoming light that escapes off the sides of the window opening and to provide insulating protection at the margins. The innovative light block, made from aluminum, smartly achieves maximum window coverage from edge to edge.



White



Cottage White



Silver



Black Ink



Chocolate



Sahara

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



reddot award  
product design



## 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.

SmartRelease™  
SCAN TO WATCH







## Decoflex™

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. Decoflex™ offers top-down / bottom-up shade adjustment while its frame ensures extra light control and privacy control on all sides.

Decoflex™  
SCAN TO WATCH



VINTAGE L FRAME



BEADED L FRAME



50MM CAMBER DECO FRAME



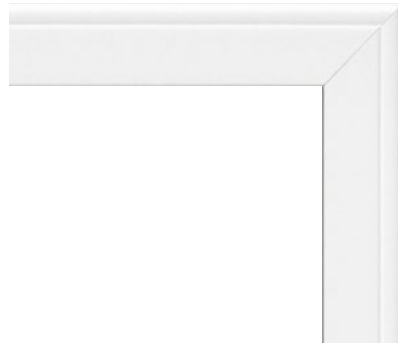
50MM CLASSIC DECO FRAME



76MM RIDGE DECO FRAME



31MM BEADED Z FRAME



38MM & 50MM BULLNOSE Z FRAME



50MM BEL AIR Z FRAME



76MM CROWN Z FRAME



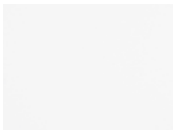
HANG STRIP



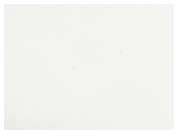


# FRAME COLOURS

## Decoflex™ & Palladian Shelf



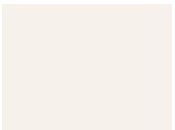
Pure White



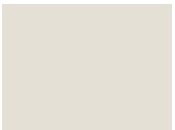
Extra White



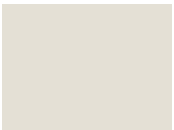
Silk White



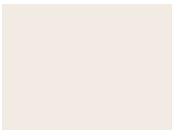
Bright White



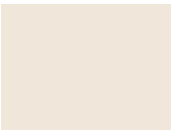
Pearl



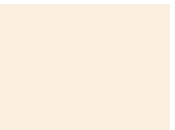
Ivory Lace



Creamy



Crisp Linen



Butter



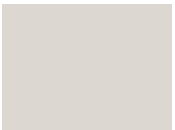
String



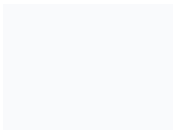
Moon dust



Sea Mist



Hall Gray



Ice



Chai



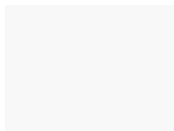
Stone Gray



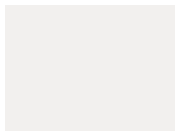
Brown Gray



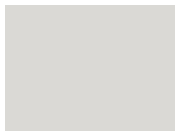
Clay



Decorators White



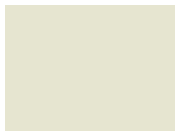
Sky Gray



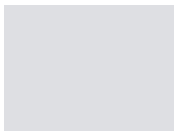
Element Gray



Storm Gray



Dawn



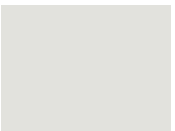
Cloud Blue



Taupe Gray



Classic Black



Winchester White 2010



Rustic Gray



Weathered Teak



Limed White



Pebble



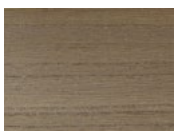
Natural



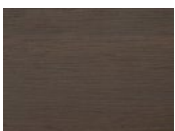
Golden Oak



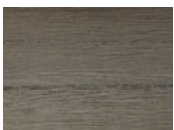
Goldenrod



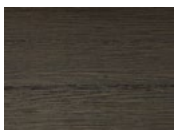
Dark Teak



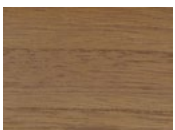
Cordovan



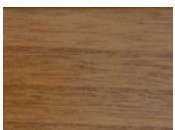
New Ebony



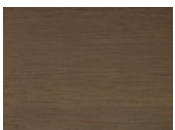
Black Walnut



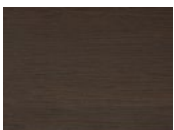
Red Oak



Rich Walnut



Old Teak



Wenge



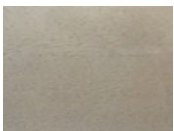
Auburn



Matte Black



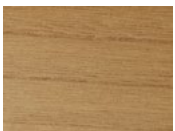
Pretzel



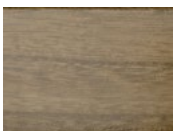
Silver Gray



Mist



French Oak



Sumatra



Toffee



Driftwood

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

# The Gold Standard in Shade Motorisation

- 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
- Customisable presets: to adjust a single shade, a room of shades or group of shades from over 10 meters 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.

Motorisation  
SCAN TO WATCH



NORMAN



Motorised Top Down Bottom Up







## 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™ Day & Night

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

SmartFit™ Day & Night  
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

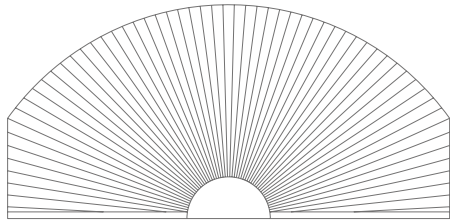
Morning time. Nap time. Entertaining time. The Day & Night shade gives you more light control and privacy options to help set the mood and make everyday moments magical, and every night. Choose from a sheer fabric and a room darkening fabric to explore different levels of openness to create a perfect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



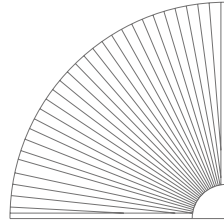


## Specialty Shapes

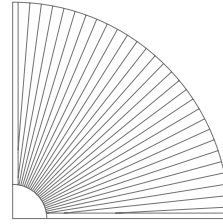
Select from the most popular specialty shapes to provide a total cellular solution. Our array of specialty shapes includes arches, quarter round, triangles, and more! Experience quality and style on even the most challenging applications.



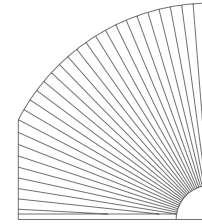
Elongated Eyebrow



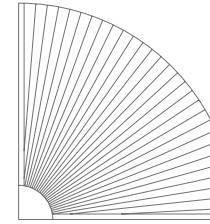
Quarter Round  
Left



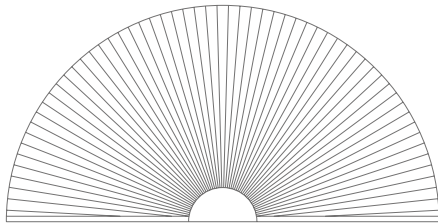
Quarter Round  
Right



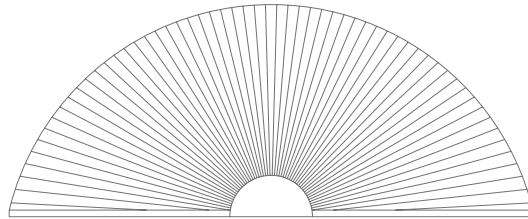
Arch On Top  
Left



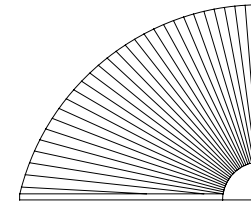
Arch On Top  
Right



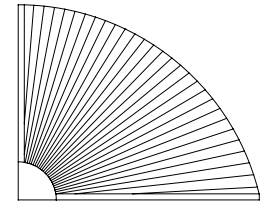
Perfect Arch (Half Round)



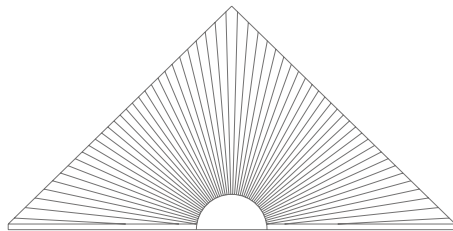
Eyebrow



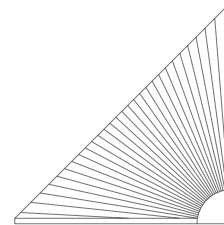
Eyebrow Left



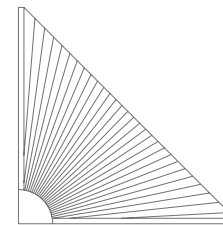
Eyebrow Right



Triangle

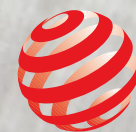
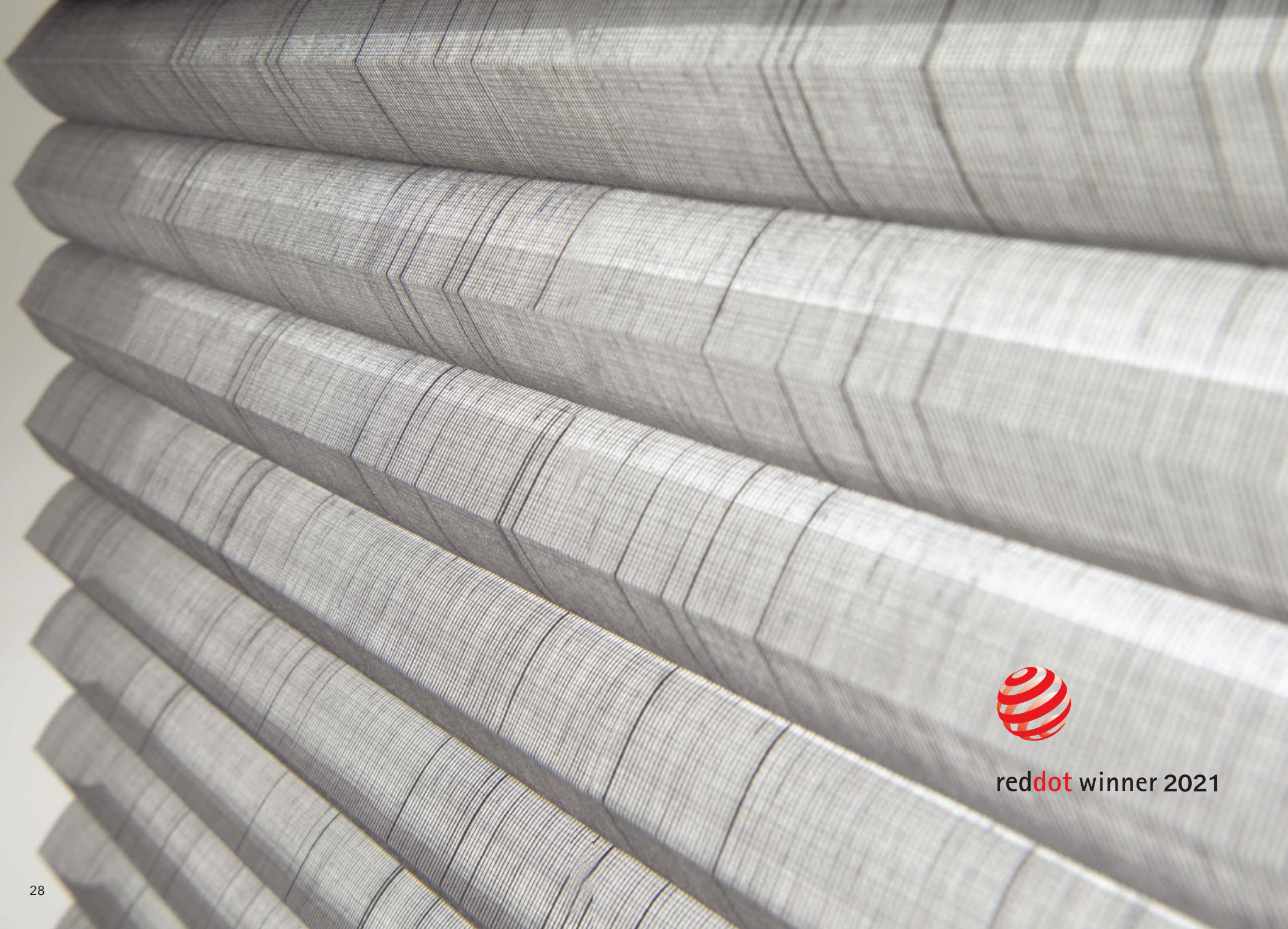


Angle Top  
Left



Angle Top  
Right





reddot winner 2021



# Windsong Fabric

Introducing a new era of luxury, style and innovation in honeycomb fabric. Our new Woven Honeycomb Collection is high-fashion and full of heritage inspired woven details. Offering a look that's rich yet streamlined, sharp yet soft. And with the benefit of our advanced honeycomb technology, the New Woven Honeycomb 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.



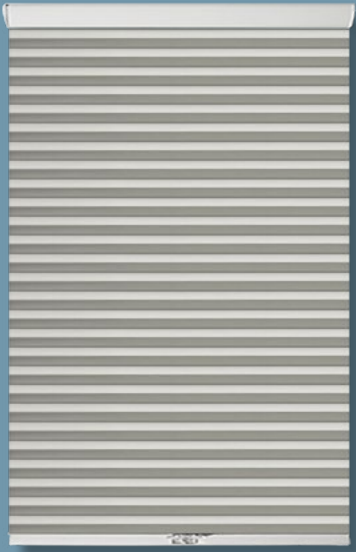
# Palladian Shelf

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.

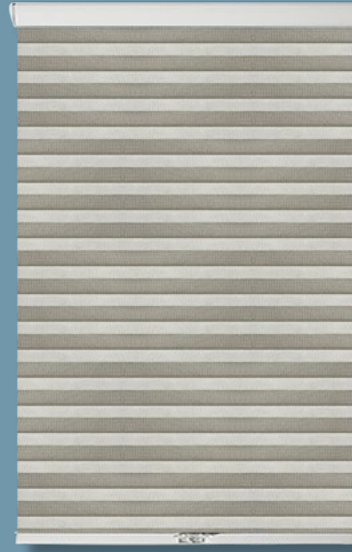




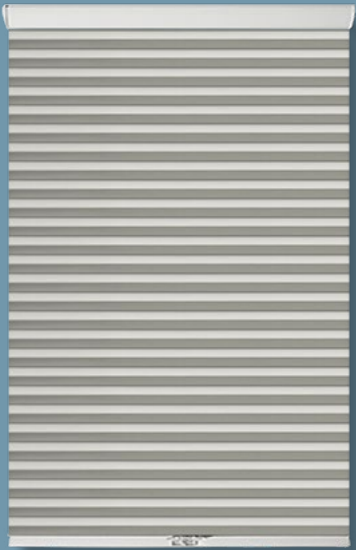
## CELL SIZE OPTIONS



25mm Single



45mm Single



45mm Double



62mm Double



62mm 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™



DECOFLEX™



SMARTFIT™ DAY & NIGHT



SMARTFIT™ FOR  
SLOPED WINDOWS



DECOFLEX™ FOR  
SKYLIGHTS

## CORD LOOP



CORD LOOP & SMARTRELEASE™



CORD LOOP TOP DOWN



CORD LOOP DAY & NIGHT

## CORDED



CORDED



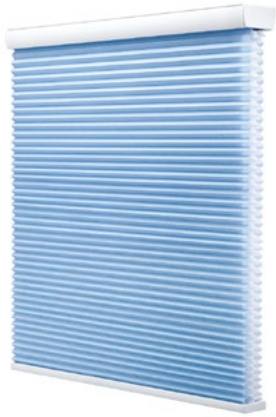
CORDED TOP DOWN/ BOTTOM UP



CORDED DAY & NIGHT



## MOTORISATION



MOTORISED BOTTOM UP

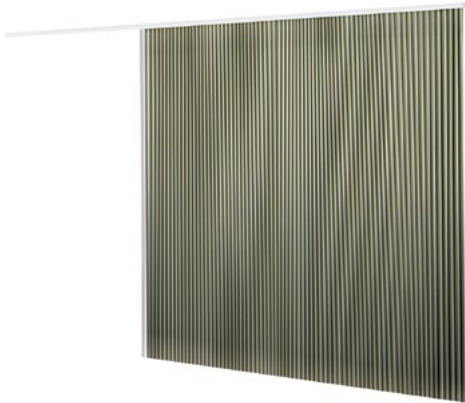


MOTORISED TOP DOWN/ BOTTOM UP



MOTORISED DAY & NIGHT

## VERTICAL APPLICATION



PATIO DOOR VERTICAL



PATIO DOOR VERTICAL DAY & NIGHT

Lift Systems	25mm Single	45mm Double	45mm Single	62mm Double	62mm Single	45mm Single Windsong	45mm Single Breeze	62mm Single Windsong	62mm Single Breeze
SmartRise™ Cordless	√	√	√	√	√	N/A	N/A	N/A	N/A
Woven Cordless	N/A	N/A	N/A	N/A	N/A	√	√	√	√
Cordless TDBU	√	√	√	√	√	N/A	N/A	N/A	N/A
Woven Cordless TDBU	N/A	N/A	N/A	N/A	N/A	√	√	√	√
Cordless Day & Night	√	√	√	√	√	N/A	N/A	N/A	N/A
SmartFit™	√	√	√	√	√	√	N/A	√	N/A
SmartFit™ for Sloped Windows	√	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SmartFit™ Day & Night	√	√	√	√	√	√	N/A	√	N/A
Decoflex™	√	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Decoflex™ for Skylights	√	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Decoflex™ Day & Night	√	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SmartRelease™ Cord Loop	√	√	√	√	√	√	N/A	√	N/A
Cord Loop	√	√	√	√	√	√	N/A	√	N/A
Cord Loop Top Down	√	√	√	√	√	√	N/A	√	N/A
Cord Loop Day & Night	√	√	√	√	√	N/A	N/A	N/A	N/A
Corded	√	√	√	N/A	N/A	N/A	N/A	N/A	N/A
Corded TDBU	√	√	√	N/A	N/A	N/A	N/A	N/A	N/A
Corded Day & Night	√	√	√	N/A	N/A	N/A	N/A	N/A	N/A
MCS Motorised Cordless (Regular)	√	√	√	√	√	N/A	N/A	N/A	N/A
DMCS Motorised Top Down Bottom UP	√	√	√	√	√	N/A	N/A	N/A	N/A
DMCS Motorised Day & Night	√	√	√	√	√	N/A	N/A	N/A	N/A
Patio Door Vertical	N/A	N/A	√	N/A	√	N/A	N/A	N/A	N/A
Patio Door Vertical Day & Night	N/A	N/A	√	N/A	√	N/A	N/A	N/A	N/A
Specialty Shapes	√	√	√	N/A	N/A	N/A	N/A	N/A	N/A



Lift Systems	Width		Height		Max. Area
	Min	Max	Min	Max	
SmartRise™ Cordless	280mm	2500mm	250mm	2200mm	5.5 SQM
Cordless TDBU	380mm				5.5 SQM
Cordless Day & Night					
Woven Cordless	400mm <sup>1</sup>	2100mm	260mm	2100mm	4.41 SQM
Woven Cordless TDBU	400mm <sup>1</sup>	1980mm	260mm		4.16 SQM
SmartFit™	220mm	1800mm <sup>2</sup>	150mm	2200mm	4 SQM <sup>3</sup>
SmartFit™ for Sloped Windows	220mm	1500mm	150mm	3000mm	4.5 SQM
SmartFit™ Day & Night (25mm S)	220mm	1270mm	310mm	2200mm	2.6 SQM <sup>3</sup>
SmartFit™ Day & Night (45mm S, 45mm D, 62mm S, and 62mm D)	220mm	1800mm	310mm	2200mm	4 SQM
Decoflex™ <sup>4</sup>	See Decoflex™ Size Range.				
Decoflex™ Day & Night <sup>4</sup>					
Decoflex™ for Skylights <sup>4</sup>					
Cord Loop & SmartRelease™ Cord Loop <sup>5</sup>	380mm	3000mm	250mm	3600mm	7.5 SQM
Cord Loop Top Down <sup>5</sup>	610mm <sup>6</sup>				
Cord Loop Day & Night					
Corded	220mm	2500mm	250mm	3500mm	5.5 SQM
Corded TDBU					
Corded Day & Night					
MCS Motorised Cordless (Regular)	610mm	3000mm		3500mm	8.4 SQM
DMCS Motorised Top Down Bottom UP	838mm				4.6 SQM
DMCS Motorised Day & Night					
Patio Door Vertical	750mm	3600mm	600mm	3000mm	10.8 SQM
Patio Door Vertical Day & Night					

\*\*Above size limitations are in net width

1. For the shade width smaller than 485mm, the maximum shade length is 1570mm.

2. Maximum width is 1270mm for SmartFit™ Model A on 25mm single cell.

3. Maximum area is 2.6 SQM for SmartFit™ Model A on 25mm single cell.

4. All Decoflex™ measurements are maximum frame to frame. See detailed min/max.

5. For Windsong fabrics, the max is 2100mmW x 2100mmH, and the Max. Area is 4.41 SQM.

6. Minimum width for Heights greater than 1828mm is 770mm.

# HOW TO CHOOSE

## CELL SIZE

**Classic cells or bigger cells?**

A gallery of colours 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

## FABRIC PROPERTY

**What are the properties of fabric?**

Explore our special collections of fabrics that including Fire Resistant, and woven fabrics. Our fire 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 corded, cordless, cord loop, motorisation and more. Plus day & night shades and special options for top down/bottom up adjustment





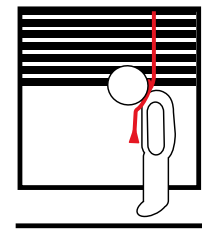






**NORMAN**<sup>®</sup>  
SHUTTERS. BLINDS. SHADES.

**! 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.

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