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Articles: New and Noteworthy | p 16, The Business of Being Green | p 30-31 & Window Fashion Vision 2025 Readers' Choice Awards | p 58-59

Product Shown:



LE7221
Glimmer - Saffron



LE7230
Glimmer - Loden



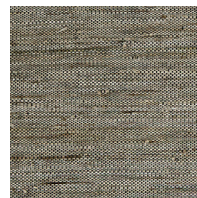
LE7233
Glimmer - Azure



LE7242
Glimmer - Carob



LE7247
Glimmer - Cinnabar



LE7284
Glimmer - Obsidian



LEAM530-27
Tove - Wheat



WLAM534-06
Grace - Ivory

Order no-charge memos online at hartmannforbes.com or contact your local representative showroom.

Window Fashion VISION 2025 Readers' Choice Awards

Fueled by more than 21,000 votes, this peer-driven awards program honors the people, brands and ideas defining excellence across the industry



2025 Readers' Choice Awards

Winners

- | | |
|--|---|
| Best Decorative Trim/Accessories
Winner: Carole Fabrics
Finalists: Fabricut, RM Coco | Best Integrated Smart Solution
Winner: Automate (Rollway Acoustic)
Finalists: Caltrans, Louville |
| Best Motorized Drapery Hardware
Winner: Helix Brothers
Finalists: Forest Drapery Hardware, Clear Chromatix Inc. | Best Motor Manufacturer
Winner: Sunly Systems
Finalists: Automate (Rollway), Caltrans |
| MACHINERY, EQUIPMENT & SUPPLIES
Best Machinery Supplier
Winner: Sun, a division of Sunli North America
Finalists: Matic Machinery, Ultralux | Best Motorized Drapery Hardware
Winner: Helix Brothers, Rensley Company
Finalists: Helix Brothers, Rensley Company |
| Best Workroom Supplies & Tools
Winner: Helix Brothers
Finalists: Angel's Distributing Inc., Towner | Best Retractable Awning
Winner: Sunli Products
Finalists: Sunli, Sunli USA |
| MOTORIZED SYSTEMS/Smart Home Integration
Winner: Sunly Systems
Finalists: Automate (Rollway Acoustic), Caltrans | Best Power & Battery Innovation
Winner: Sunli Systems
Finalists: Sunli, Sunli USA |

POINT-OF-VIEW

New & Noteworthy

The Ultimate Glow Up
Hartmann&Forbes introduces six new hues to its luminous Glimmer grassweave collection, expanding the handwoven favorite with modern depth and quiet radiance. Blue, green, burgundy, gold, brown and black each interact with light in subtly different ways, creating a soft glow that shifts throughout the day. The tech palette elevates the weaver's natural hand, offering a refined way to bring warmth and dimension to any room.
HartmannForbes.com

development process, from selecting organic fibers such as cotton, linen, hemp and bamboo to designing drapery that can be reused, donated or repurposed. As consumers and retailers place greater value on transparency and non-toxic materials, the company has seen increased customer trust, repeat purchasing and stronger differentiation in the premium drapery category. These material choices naturally support higher-end positioning without changing the overall design conversation.

conversation from upfront cost to total value over time. Sustainability is also strengthening the production side of the industry in ways that protect margins. Wilson Fabrics has invested in cleaner manufacturing through renewable energy, high-efficiency machinery and water-saving dye technologies. With more than 1,800 solar panels powering roughly one third of its operations, the company has lowered emissions and long-term operating costs while improving output. Serbesta brings sustainability to logistics and workflow through compact universal sample cards, consolidated freight, expanded local inventory and durable, serviceable machinery. These behind-the-scenes decisions reduce waste and downtime while supporting reliable production for dealers and manufacturers.

Selling Sustainability Without Saying It

What connects all these approaches is that sustainability is being treated as a core business practice rather than a marketing add-on. For retailers and designers, this is reassuring. You do not need to launch a sweeping green initiative to participate in the shift. In many ways, you already are.

Hartmann&Forbes has built its brand on this philosophy for decades. Founder and CEO Michael Jones described sustainability as a commitment to the earth, to human wellbeing and to the future of craft. By prioritizing rapidly renewable natural fibers and traditional handwoven techniques, the company reduces energy use and waste while creating distinctive luxury window coverings.

Performance That Pays
Energy efficiency remains one of the strongest profit drivers at the window, and manufacturers are leaning into innovations that boost comfort and long-term savings. Release Acneida defines sustainability through building

"Sustainability is no longer a separate story. It's already built into the products you specify and the performance your clients expect."

performance, developing shading solutions that reduce heat gain, lower HVAC load and improve everyday usability through insulated fabrics and smart motorization. For many retailers, this performance story is already paying off. Upgrades tied to comfort and efficiency often carry higher selling prices and fewer post-installation issues, shifting the

The key is reframing the message in ways that feel natural and familiar. Instead of leading with environmental terminology, many successful retailers and designers focus on the outcomes clients care about most: comfort, durability, healthier interiors, reduced energy use and long-term value. When sustainability supports those outcomes, it strengthens the sale rather than complicating it.

How It Shows Up on the Bottom Line
Sustainability often shows up quietly on the profit and loss sheet. Durable products reduce remakes and warranty claims, better performing fabrics lead to fewer callbacks and clear material sourcing builds client confidence. Together, these factors support steadier margins and stronger long-term customer value.

Innovation will continue to focus on cleaner manufacturing, longer-lasting materials, smarter automation and more efficient logistics. As these improvements scale, sustainability will shift from a differentiator to an expected standard, rewarding retailers and designers who already sell performance-driven, responsibly made products.

At the window, sustainability is evolving through better fabrics, better systems and better processes. Profitability comes not from doing everything differently, but from recognizing where green and good for business already align and leaning into that connection with each upgrade and project. ■