

# DESIGN GUIDE



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





# Quality isn't just a Catchphrase It's Our Heritage

With over 40 years of excellence in crafting fine window furnishings, Norman®'s quality has made it famous. It's what drives Norman® to innovate. And why you can see it in every detail. Few companies will farm their own wood, make their own components, or weave their own cords. At Norman®, everything matters. And anything is possible.

Norman® strives to exceed the highest industry standards. That's why Norman® is focused on leading the industry in quality, service, selection and value. From patented performance and safety enhancing components, to award-winning product designs, to socially responsible processes in manufacturing and forestry, Norman® has a history of defining the future.



# SAFETY FIRST

At Norman®, product safety is the cornerstone of everything we build. As an active participant in the WCMA “Best for Kids” certification program, all Norman® window treatment designs with the “Best for Kids” designation have been rigorously tested. Moreover, all Norman® products are free from lead and soluble heavy metals such as cadmium and arsenic. They also meet or exceed international standards for off-gassing of harmful chemicals.



# TOP 10 REASONS WHY...

## 1 REINFORCED ENGINEERED STILES

Multiple layers of wood are bonded together. The proprietary process strengthens the stile core while providing a lifetime of durability and stability.

## 2 MORTISE AND TENON JOINERY

Found in heirloom furniture, our mortise and tenon joints will help your shutters withstand decades of shear stress and racking forces.

## 3 QUARTER SAWN WOOD LOUVERS

Not the cheap flat-sawn louvers seen in regular wood shutters, quarter sawn louvers have a tighter grain — for more resistance to cupping, twisting and warping.

## 4 RECESSED MAGNETS

Recessed magnets are embedded into each stile to eliminate the gap between the shutter panel and shutter frame, and to create a clean look from any angle.

## 5 INVISIBLETILT™

Tilts louvers like magic with no tilt rod at all. The gear driven system is built into each stile, and tilts louvers flawlessly with precision tight control.

## 6 DECORATIVE ACCESSORIES

Decorative accessories to meet every need, including panel pulls, panel locks and hinges in various finishes.

## 7 SUPERIOR FINISHING

Includes multiple hand sanding and finishing sequences for a richer and lustrous finish. In Woodlore®, the polypropylene coating is medical grade for safety and resists fading, chipping and peeling while it performs well under UV exposure.

## 8 PRESCRIPTION WOOD CONDITIONING®

The wood shutter's moisture level is customized to its final destination. The unique drying process helps reduce post-installation shrinking and swelling.

## 9 ENVIRONMENTALLY FRIENDLY

We use the highest grade eco-conscious composite wood, along with sustainably sourced timber. From our forests to your windows.

## 10 LIFETIME WARRANTY\*

Dependable and high quality, Norman® window furnishings are covered by a comprehensive warranty for extra peace of mind.

\*See official lifetime warranty policy for details

NORMAN® IS THE GOLD STANDARD IN SHUTTERS.



INVISIBLETILT™



# PerfectTilt™ Shutter

## THE GOLD STANDARD IN MOTORIZATION

Put the power to command a house full of shutters in the palm of your hands. The PerfectTilt™ App tracks battery power, and when paired with the hub option, it enables control through iPhone or iPad. The ultimate in seamless and effortless control, PerfectTilt™ includes an auto switch feature that changes tilt methods automatically. Go from iPhone/ iPad tilt to manual hand tilt to tilt with the premium-metal remote control featuring dial adjustment. There is no need to flip any extra switches or to take any extra steps. Plus, the optional repeater increases signal range for reliable control in large buildings.

Enjoy breathtaking shutter automation with the backlit remote that's magnet mountable. Control a single shutter, a room of shutters, or every shutter in your house – exactly how you want it. PerfectTilt™'s module units are water resistant and are powered by 18650 Lithium-ion batteries, which can last up to a full year on a single charge via USB connector. Each shutter also includes a solar panel to extend battery life, sometimes for years on a single charge when installed in exceptionally sunny locations – for the ultimate in energy efficiency. Plus, get extra child and pet safety with the built-in sensor that stops louver rotation when needed.

The technologies in PerfectTilt™'s module unit, remote control and docking device are covered by one or more patents pending. Go to [NORMANUSA.COM](http://NORMANUSA.COM) for detailed listing of patents by product line.



iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries



## HOME AUTOMATION WITH FLAIR!

- iPhone and iPad control with hub (optional)
- Quick response to tilt commands
- 5 pre-programmed louver positions and one custom position with remote. Up to 30 custom louver positions with app
- Louvers can be tilted by hand, remote or app (via hub) without neither the need for flipping switches nor the risk of damage because of incorrect switch settings
- Two long-lasting rechargeable 18650 Lithium-ion batteries per module unit last up to 1 year on a single charge via USB port
- High efficiency solar panel included for extending battery charge
- Water resistant module units
- Built-in jam protection for child and pet safety

PerfectTilt™  
Motorization





MAKE IT YOURS



Sit back and take in all the possibilities. Every element of a Norman® Shutter is custom crafted for timeless quality and perfection. No other shutter maker is as innovative, or as diverse and dynamic in choices. From frame to hardware to louver to finish, each Norman® Shutter is made to suit your vision perfectly.

# PICK WITH CONFIDENCE

For whichever product you choose, all our shutters are made with a Norman® Promise. We build quality into every Norman® product to ensure long-term performance and value. The result is a trouble-free product ownership experience. Norman® stands behind all of its products with a

**LIFETIME WARRANTY\***.

\*See official lifetime warranty policy for details

# WOODLORE®

- World's best-selling shutter
- Eco friendly wood composite shutter with patented coating, using medical polypropylene for extra safety and durability
- Environmentally safe and exceeds the most stringent international safety standards. VOC-safe and CARB compliant for off-gassing
- Unbeatable value - our most affordable program

# BRIGHTWOOD™

- Hybrid design utilizes Woodlore®'s EcoSmart composite wood frame and Normandy®'s beautiful premium hardwood panels
- The premium style and extra build options of Normandy® shutters - for less
- Extra wide panel for sleek, modern and uncompromising design options
- More customized build, including specialty shapes, premium hardware options, our entire palate of premium paint colors, and more!

# WOODLORE® PLUS

- Advanced strength, technologies and options. It's Woodlore® but more
- ABS louvers built with aircraft inspired construction for maximum strength
- Made with high-grade ABS found in auto exteriors and home appliances
- Woodlore® composite engineered wood frames, stiles and rails
- More colors and tougher construction
- Special waterproof option features full ABS construction and stainless steel hinges

# NORMANDY®

- Our flagship wood shutter; the finest wood shutter period.
- 100% premium hardwood shutter made from luxuriously grained and durable Paulownia hardwood
- Sustainably sourced from reforestation timber plantations
- 48 rich paint and stain colors
- Wider panel options to create more open views
- Excellent weight and strength ratio wood and naturally elegant



# WOODLORE®

## THE WORLD'S BEST-SELLING SHUTTER

An iconic choice with renowned durability, strength and density. Resists peeling, cracking, chipping and yellowing. No wonder it's #1 among the world's homeowners. Now with a next-gen formulation utilizing 30% more wood in Woodlore®'s premium engineered wood composite core – real wood in an advanced state - Woodlore® is even more stable and robust, and stronger than solid wood shutters, free from any of wood's naturally occurring imperfections, and has higher resistance to heat damage such as warping, sagging, and cupping compared to PVC or vinyl shutters. It is also big on safety - VOC-safe and CARB compliant for off-gassing.

### U.S. PATENTED POLYPROPYLENE COATING

Woodlore® features an exclusive medical-grade safe polypropylene coating with an UV inhibitor. Smooth, durable and robust, the coating provides extra protection against scratching, chipping, cracking, yellowing, fading, staining and heat damage. With polypropylene's prominent use in kids' toys and food packaging, the material is a proven favorite due to its stability and safety.

The extruded coatings in Woodlore® and Woodlore® Plus are covered by one or more patents. Go to [NORMANUSA.COM](http://NORMANUSA.COM) for detailed listing of patents by product line.







# WOODLORE® PLUS

## LIKE WOODLORE® BUT MORE

Woodlore® Plus is a hybrid shutter utilizing light weight yet durable ABS for its louvers, a material often used in high-endurance applications such as appliances, car parts and helmets, while utilizing structured composite wood frames and rails. It has an assortment of color choices and a special waterproof option. And now with 15% thicker louvers and stile core compared to first generation Woodlore® Plus, along with wooden inserts for more strength, Woodlore® Plus is tougher and more versatile than ever before.

## LOUVER OF THE FUTURE

To maximize structural strength and rigidity of louvers while reducing weight, we looked to aeronautics in the development of Woodlore® Plus louvers. After countless hours of calculations through computer modeling, we developed an optimal structural design where each louver is reinforced by an intricate but hidden structural support system inspired by the design of wing spars of aircraft. Like the way spars keep a plane's wings from snapping throughout its decades of service, our exclusive construction creates a louver that is substantially stronger, rigid and lightweight. Each louver then undergoes multiple sanding and painting sequences for an impeccable finish and high-end look suitable for virtually all interiors.

The extruded coatings in Woodlore® and Woodlore® Plus are covered by one or more patents.  
Go to [NORMANUSA.COM](http://NORMANUSA.COM) for detailed listing of patents by product line.





# BRIGHTWOOD™

## AFFORDABLE PREMIUM HARDWOOD SHUTTERS

Brightwood™ offers the luxury and premium customization of our painted wood shutters, but at a more affordable price. Our innovative hybrid shutters are built with panels and louvers made from real hardwood, and frames made from EcoSmart Wood Composite - the incredibly durable and earth-friendly material found in Woodlore®. It's a seemingly simple but bright solutions, which opens up a vast world of capabilities and style.

## BRIGHTEN AND BELIEVE

From Brightwood™'s naturally elegant hardwood panels to its premium color palette to its extra capable custom options - including the ability to design extra wide panels - the extra style and value of Brightwood can be enjoyed immediately.

## BRIGHTER POSSIBILITIES

With the ability to build each panel to our highest maximum dimensions, Brightwood™ is ready for whatever your dream design demands: sliding patio door applications, large window expanses, innovative indoor-outdoor solutions. Brightwood™'s wide capabilities are the perfect enhancement to modern décor and comfort, and to give your room a sleek and streamlined look, with more view to the outside. With Brightwood™, the extent to our craftsmanship is endless.

**No matter the window – Brightwood™ is a more affordable way to cover windows in virtually any size, any paint color and any custom shape.**





# NORMANDY®

## NATURAL BEAUTY OF PREMIUM HARDWOOD

Sophisticated and unique, with real hardwood's unmistakable natural beauty and luxury. Normandy® is made from solid real hardwood sustainably farmed and harvested. The Paulownia hardwood in Normandy® stained shutters offers luxurious wood graining with elegant natural characteristics exhibiting both depth and character. All Normandy® hardwoods are prescription wood conditioned for extraordinary durability. They also exhibit one of the best strength to weight ratios among all wood types for shutters. There is nothing quite like the natural elegance of Normandy® hardwood shutters.



FULL HEIGHT



CAFÉ SHUTTER




DOUBLE HUNG



Bi-fold 180™  
featuring AutoTilt™

Bi-fold 180™  
with AutoTilt™



It's the traditional bi-fold shutter you know, but totally improved. The panels in Bi-fold 180™ stack tightly against each other for a space-saving solution that also provides a more streamlined look, and adjusts without the need for a tilt rod. Plus, the AutoTilt™ option tilts louvers closed automatically when panels are stacked to the side, a refinement offering even simpler and more convenient daily operation.



reddot award 2016  
winner





Bi-fold 90™

CHOOSE YOUR SHUTTER TYPE



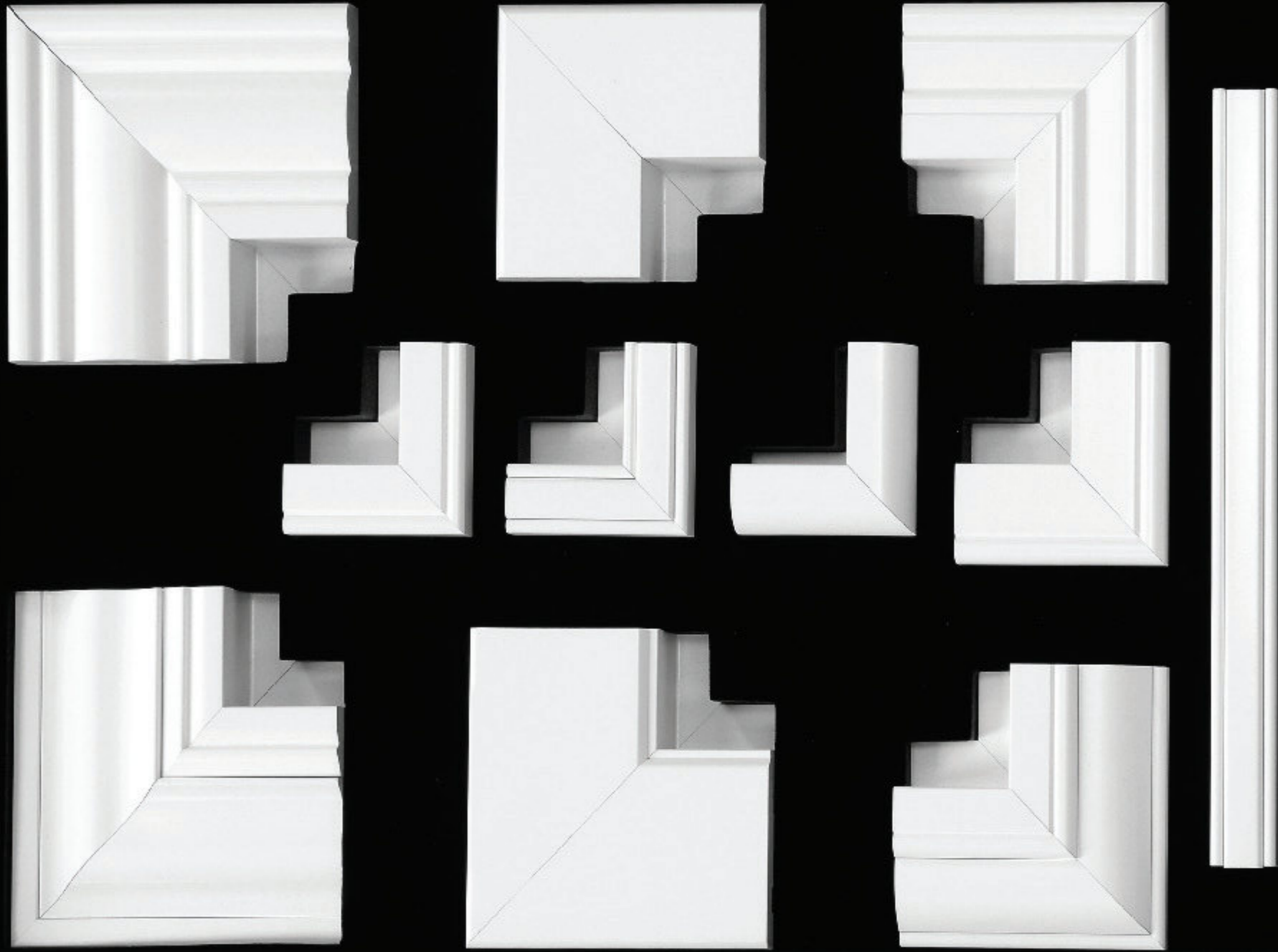
Closed Bypass



Open Bypass

CHOOSE YOUR SHUTTER TYPE

From modern with a touch of traditional, to traditional with a touch of modern, we make frames for all window types and décors



2" CAMBER DECO FRAME



2" CLASSIC DECO FRAME



2½" MISSION FRAME



3" RIDGE DECO FRAME



VINTAGE L FRAME



BEADED L FRAME



1¼" BEADED Z FRAME



1½" & 2" BULLNOSE Z FRAME



3" CROWN Z FRAME



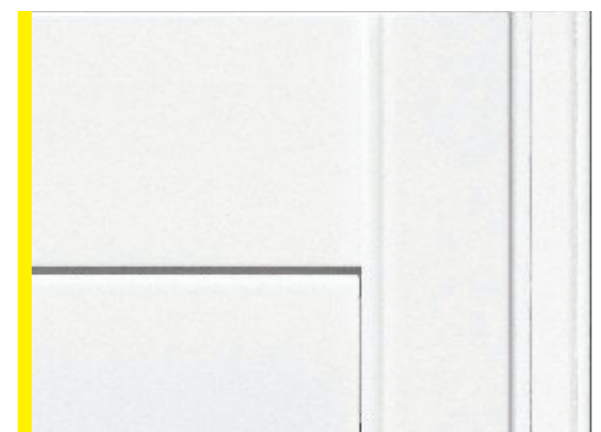
2" BEL AIR Z FRAME



DIRECT MOUNT



VINTAGE HANG STRIP  
OUTSIDE MOUNT



 OUTSIDE MOUNT

 INSIDE MOUNT

 INSIDE OR OUTSIDE MOUNT



360° View

## 2" CAMBER DECO FRAME

The 2" Camber Deco Frame offers a refreshing update to the Classic Deco Frame and comes with traditional bead details and a more streamlined design. The Deco series is for outside mount applications and creates the look of a custom cased window. On drywall, it beautifies the window opening by covering up its imperfections

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





WHAT'S YOUR STYLE?

## 2" CLASSIC DECO FRAME

The 2" Classic Deco Frame offers a dashing and traditional look great for matching medium moldings and a more formal look. The Deco series is for outside mount applications and creates the look of a custom cased window. On drywall, it beautifies the window opening by covering up its imperfections

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim



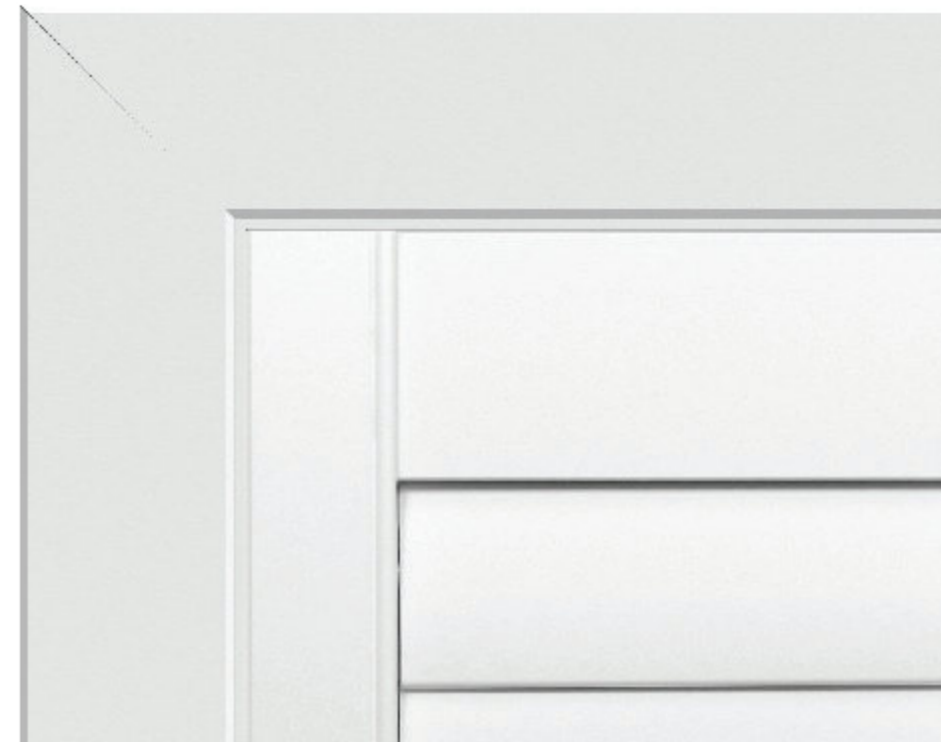


360° View

## 2 ½” MISSION DECO FRAME

A bold and invigorating take on a classic, the 2 ½” Mission Deco Frame is ready to complement contemporary décors. The Deco series is for outside mount applications and creates the look of a custom cased window. On drywall, it beautifies the window opening by covering up its imperfections

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim







## 3" RIDGE DECO FRAME

The 3" Ridge Deco Frame offers a bold and traditional look great for matching heavier moldings and a more formal look. The Deco series is for outside mount applications and creates the look of a custom cased window. On drywall, it beautifies the window opening by covering up its imperfections

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





360° View

## VINTAGE L FRAME

Presented here with vintage beaded details, the L frame is the frame type that started it all. L frames are for outside mount applications and give you that clean and traditional look, which has made itself a classic

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





## BEADED L FRAME

Presented here with classic and dashing bead details, the L frame is the frame type that started it all. The L frame is for outside mount applications and give you that clean and traditional look, which has made itself a classic

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





360° View

## 3" CROWN Z FRAME

The 3" Crown Z Frame offers a bold and traditional look great for matching heavier moldings and a more formal look. Z frames are for inside mount applications and create a big shutter presence with a smaller footprint on your window opening, while giving your window the look of an upgraded casing

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





## 2" BEL AIR Z FRAME

The 2" Bel Air Z Frame offers a dashing and traditional look great for matching medium moldings and a more formal look. Z frames are for inside mount applications and create a big shutter presence with a smaller footprint on your window opening, while giving your window the look of an upgraded casing

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





360° View

## 1 1/2" & 2" BULLNOSE Z FRAME

The 1 1/2 & 2" Bullnose Z Frame offers a modern look with clean and contemporary lines in a sleek profile. Z Frames are for inside mount applications and give you a big shutter presence on a smaller footprint on your window opening, while giving your window the look of an upgraded casing

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim





360° View

## 1 1/4" BEADED Z FRAME

The 1 1/4" Beaded Z Frame offers a smart and modern look in a compact and understated profile. Z Frames are for inside mount applications and give you a big shutter presence on a smaller footprint on your window opening, while giving your window the look of an upgraded casing

- ✓ Dry Wall With Trim
- ✓ Wood Jamb Without Trim
- ✓ Wood Jamb With Trim





360° View

## HANG STRIP

The hang strip is ultra compact and is a great option for giving you the look of having no frame when ordered as Inside Mount with the Hang Strip behind the panel. This gives a sleek look and adds no framing outside the window opening, leaving the footprint completely inside the window. It is also ideal for outside mount applications where the available mounting surface is very narrow, in which case the Hang Strip will be mounted beside the panel (see image above).

- ✓ Dry Wall With Trim
- ✓ Dry Wall Without Trim
- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim







360° View

## DIRECT MOUNT

Shutters can be ordered with no frame at all, so that they are mounted directly within the window opening. A great look with pre-existing casing and window jambs. However, the window opening needs to be extremely square

- ✓ Wood Jamb With Trim
- ✓ Wood Jamb Without Trim



# MISSION SILL CAP

The Mission Sill Cap offers modern style and can “cap” most marble sills effectively, building out the sill for a more upgraded look. The sill cap can also create a sill if the existing window opening is without a sill. Compared to a sill frame, the sill cap creates a sill with more projection



# MISSION SILL FRAME

The Mission Sill Frame offers modern style and creates the look of a sill through the specially designed frame for a more upgraded look. Compared to the sill cap, the sill frame creates a sill with less projection



BEFORE

AFTER

CUSTOM  
T-POST

CUSTOM  
T-POST

- For supporting shutters on wide window expanses
- For dividing large window openings into smaller openings
- For matching panel locations to specific mullion locations
- For meeting specific design criteria. Our T-post widths are customizable to ensure consistent shutter panel widths

HORIZONTAL T-POST



HORIZONTAL  
T-POST



BAY WINDOW T-POST



SINGLE

Panel layout can depend on window width. Fewer panels achieve a more open view. Extra wide panels are available in select shutter materials.





DOUBLE



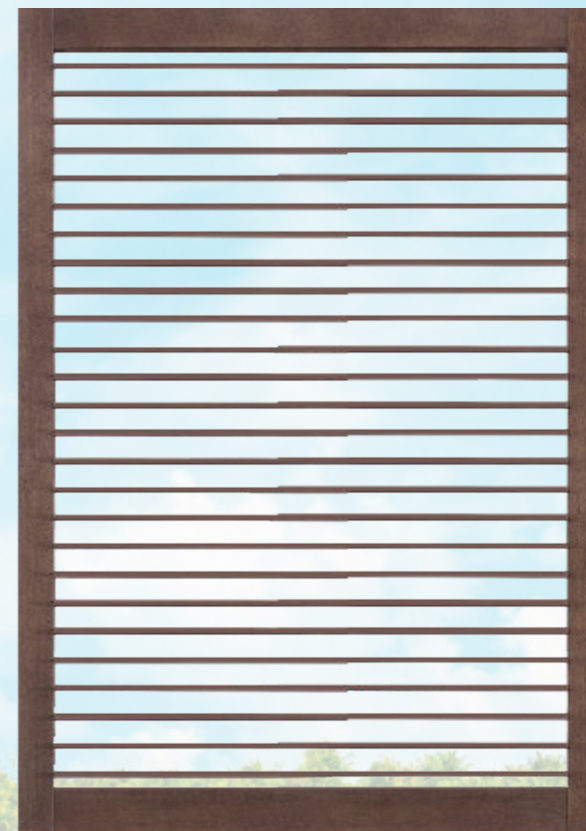
MULTIPLE

CHOOSE PANEL LAYOUT

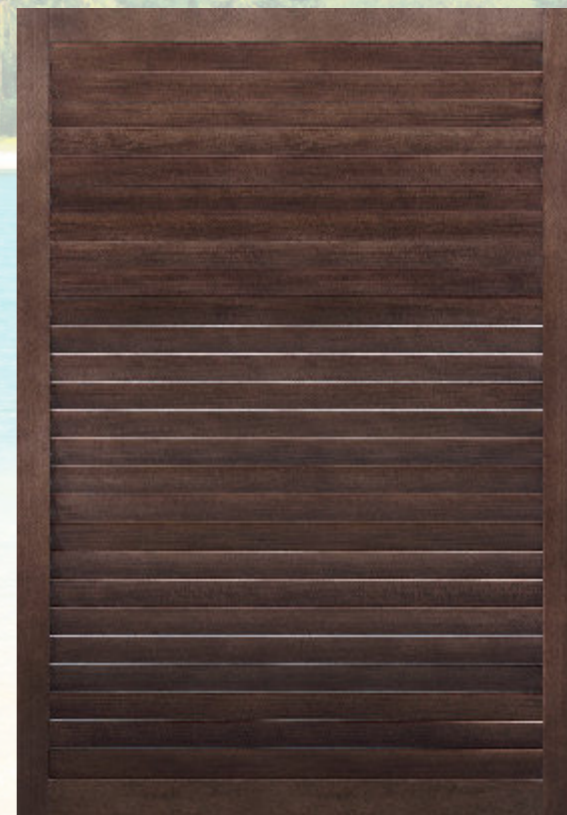
Larger louvers create panels with fewer louvers and wider views

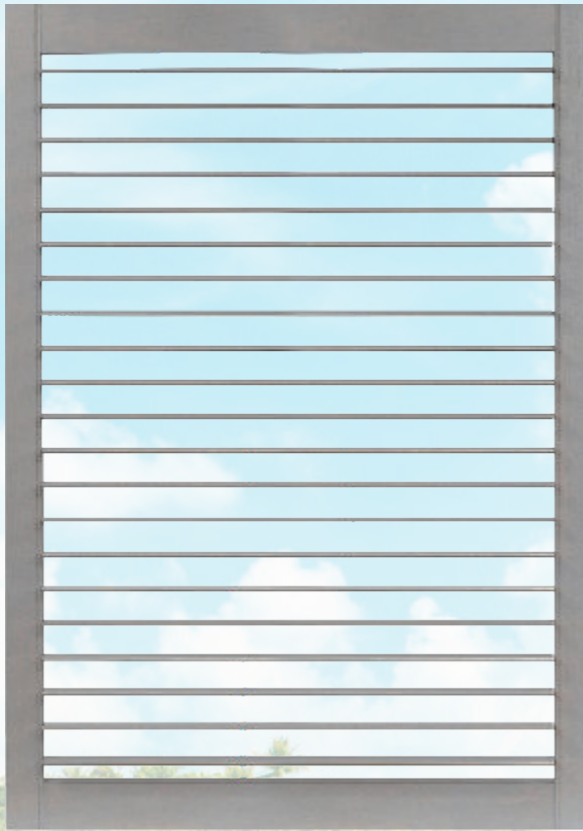


1 7/8"



2 1/2"





3"



3 1/2"



4 1/2"



CHOOSE YOUR LOUVER SIZE



Standard Tilt



Offset Tilt



Standard Tilt with Divider Rail



InvisibleTilt™ with Split Tilt

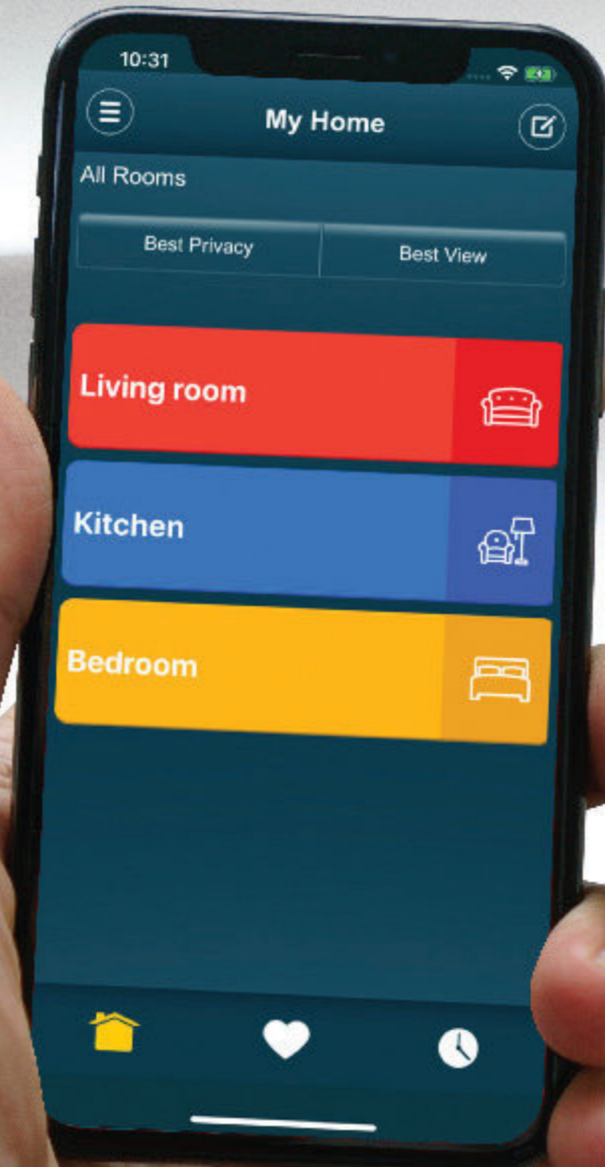


# PerfectTilt™ Shutter Motorization

## HOME AUTOMATION WITH FLAIR!

Put the power to command a house full of shutters in the palm of your hands. The PerfectTilt™ App tracks battery power, and when paired with the hub option, it enables control through iPhone or iPad. The ultimate in seamless and effortless control, PerfectTilt™ includes an auto switch feature that changes tilt methods automatically. Go from iPhone/iPad tilt to manual hand tilt to tilt with the premium-metal remote control featuring dial adjustment. There is no need to flip any extra switches or to take any extra steps. Plus, the optional repeater increases signal range for reliable control in large buildings”

SMARTDIAL™  
REMOTE



Enjoy breathtaking shutter automation with the backlit remote that’s magnet mountable. Control a single shutter, a room of shutters, or every shutter in your house – exactly how you want it. PerfectTilt™’s module units are water resistant and are powered by 18650 Lithium-ion batteries, which can last up to a full year on a single charge via USB connector. Each shutter also includes a solar panel to extend battery life, sometimes for years on a single charge when installed in exceptionally sunny locations – for the ultimate in energy efficiency. Plus, get extra child and pet safety with the built-in sensor that stops louver rotation when needed.

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MOBILE APP



HUB

PerfectTilt™  
Motorization







any shape, any size

SPECIALTY SHAPES















SPECIALTY SHAPES

SPECIALTY SHAPES











DAYNITE™ SHUTTER

DAYNITE™  
SHUTTER





## French Door A

Curved cutout solution for both handles and doorknobs that creates a finished look flush with the frame



## French Door D

Square cutout for both handles and doorknobs is offset to accommodate the door handle, base plate or lock plate. It is also raised to accommodate the projection of door trim around the glass



## French Door B

Curved cutout for both handles and doorknobs is offset to accommodate the door handle, base plate or lock plate. It is also raised to accommodate the projection of door trim around the glass



## French Door C

Square cutout solution for both handles and doorknobs that creates a finished look flush with the frame



## French Door E

Shutter with 60° angle cutout. The cutout is with batten on the back of the panel



## French Door F

Shutter with rectangular cutout, and includes batten on the back of the panel



INVISIBLEHINGE™



PANEL LOCKS



PANEL PULLS



PANEL PULLS




DECORATIVE HARDWARE



PANEL PULLS



PANEL PULLS



LIBERTY ARCH



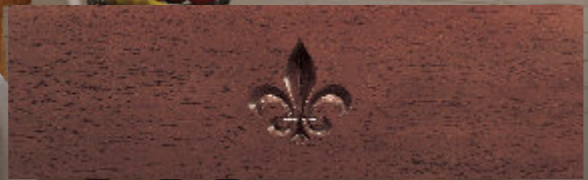
RAISED PANEL



HAND CARVED RAILS



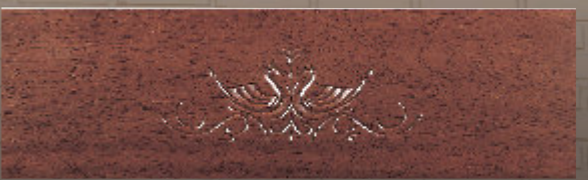
Fish



Fleur De Lis



Rosette



Swan



Star



Wheat



Vine







NORMANUSA.COM

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