

New EZ Rise Cordless Roman & Roller Shade Systems Certified as “Best for Kids” by WCMA

Gastonia, NC – April 21, 2017 – Rowley Company, a leading source of window covering supplies, workroom essentials and designer drapery hardware, is excited to announce the recent Best for Kids Certification awarded to our new EZ Rise Cordless Roman and Roller Shade Systems.



The Best for Kids Certification Program, created by the Window Covering Manufacturers Association, is part of an effort to help consumers easily identify products that are best suited for use in homes with young children. Due to the potential strangulation hazard that could exist on certain corded window coverings, the industry felt it was important to establish this program to clearly identify window covering products that comply with these program rules. Products must be submitted annually for evaluation to maintain eligible certification.

“When safety is concerned, there is no standard too high”, says Laurie Medford, industry expert and Customer Engagement Manager for Rowley. “Our goal is to provide kid-safe products that parents, installers and workrooms can feel comfortable having in the home when young children are present.”

Per the safety program, a window covering must meet one of the following compliance options.

1. It shall have no cords.
2. The product shall not have operating cords and the inner cords shall not be accessible.
3. If accessible inner cords are present in products with no operating cords, the accessible inner cords cannot create a hazardous loop.

The EZ Rise Cordless Roller Shade System is 100% cordless and utilizes a spring lift system to raise and lower the shade. The EZ Rise Roman Shade System uses ANSI compliant lift bands or encased shroud lift cord.

About Rowley

Rowley Company is a leading manufacturer and international distributor of home décor products that incorporate value-added services and solutions designed for our professional trade and retail partners. Since 1962, Rowley has supported interior designers, drapery and upholstery workrooms and installers with the tools and supplies they need to grow their businesses. Our vast portfolio offers over 15,000 products available for same day delivery and are used worldwide in window covering design, fabrication and installation, quilting and upholstery. To learn more, visit www.RowleyCompany.com.

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