



Enter now and be a winner!

London Hilton Park Lane, Friday 2nd October 2009



Deadline for entries Friday 5th June

CONSUMER PRODUCT DESIGN OF THE YEAR - product award

About this category

This award covers product designs for markets such as domestic products, sports and leisure goods, electronic products, fashion accessories, medical and pharmaceutical devices and consumer packaging. Entries are encouraged from product designers and design engineers at consultancies, processors and end-use companies.

The judges will be looking at areas such as ergonomics, aesthetics, speed to market and materials selection. It is an essential part of this entry that a product, model, or prototype is submitted - otherwise the entry will not be considered.

Please complete and action all sections below

Please note: This document is designed to guide you through the entry process and ensure that you provide the information required to meet the judging criteria.

A1 - Please state the exact name of your company and product as you wish it to appear in print or on screen

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A2 - Please state your address and other company details

Name
Position
Company
Address
.....
..... Post Code
Tel No Fax No
Email

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ENTRY FORM



A3 - Please describe as clearly and succinctly as possible how the design and/or product has demonstrated each the following as applicable. As a guideline this entire section should be no longer than approximately 400 words. Please use separate sheets if necessary.

a. Outline the background to this product development, including brief details on the companies involved.

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b. What were the key objectives of the product development programme?

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c. How were these objectives achieved? Where appropriate, include information on research, resourcing, speed-to-market, materials selection, testing and so on.

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d. What is special about this product design? Where appropriate, include information on innovation, design for manufacture, ergonomics, market reception, fitness for purpose and design for sustainability.

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ENTRY FORM



A4 - Supporting material

Please detail any supporting material enclosed with this entry.

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Please note: It is an essential part of this entry that a product, model, or prototype is submitted - otherwise the entry will not be considered

Material, such as statistics, examples, diagrams, photos etc which highlight your entry are all encouraged. We do recommend that you restrict these materials to those that are most relevant and help illustrate the points you have made in your entry.

If you require your product sample to be returned to you please tick here

Please note this will incur a delivery charge payable by entrant or you may need to arrange collection, payable by entrant also.

If you require any information or to be returned to you please tick here

A5 - Entry Checklist

Please read all of the following carefully, then sign and date to confirm your entry below.

Qualifying criteria

The significant portion of the entry must have taken place in the 18 month period January 2008 - June 2009 - however, we accept that many programmes and products have longer life spans than 12 months.

We welcome entries that have an international element but the significant portion must have taken place in the UK or Ireland.

Entries must be new - products which have merely been revamped slightly or programmes which have run virtually unchanged for a number of years are not eligible.

Although we want you to keep your entry to about 400 words, we encourage you to provide supplementary material.

Make your entry form clear, coherent and concise

You need to make your case in a clear, interesting and persuasive way. The judges have many entries to assess, so they are more likely to appreciate a form which is short and succinct.

Structuring an entry

The entries that work best are those that include:

- An explanation of customer or market need
- An explanation of a problem and how it was solved
- The reaction from market, customers, staff
- A good summary of how the judging criteria have been met
- Present facts, be specific
- Give good examples
- Testimonials where available help a lot
- Be visual with photographs, camcorder, diagrams etc
- Include a product where appropriate

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Judging

Judging for this award will take place in June 2009. A renowned panel of industry experts will independently judge the award. The judges' decision is final and they also reserve the right to reallocate an entry into a different category. In each category, the judges will select a small number of companies or projects for inclusion on a shortlist.

Press Clearance

Finalists and winners will be covered in PRW magazine and/or its accompanying Awards Winners supplement. The information for the entries is taken from the entry forms. If there is any specific information in your entry that is sensitive and should not be published, please make this clear at the time you submit your entry.

A6 - Declaration

I confirm that I have read the entry details and this entry abides by all qualifying criteria.

Signed:

Date:

A7 - Send your entry to us

All entries must be submitted by 5pm on Friday 5th June 2009

Return the completed entry form along with any supporting material and your sample product to:

By post:

Plastics Industry Awards 2009, 4th Floor, Carolyn House, 26 Dingwall Road, Croydon, Surrey CR0 9XF

By e-mail

plasticsawards@crain.com

By fax

020 8253 9651

Telephone

If you have any questions regarding your entry call us on 07944 540555

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