**Category: Best Packaging, Consumer or Industrial Product** **600 Words Total**

**Company Name**

**Contact person**

**Entry Name**

**Chosen Category**

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| --- |
| **Product Category** (Choose 1) |
| **1. Best Packaging** - Includes both flexible and rigid consumer, and Industrial inner and outer packaging  products |
| **2. Best Consumer** - A product for markets such as domestic products, sports and leisure goods, electronic  products, fashion accessories, medical and pharmaceutical devices |
| **3. Best Industrial** - A product or component for further processing or inclusion in a final product for  markets such as agriculture, agri-tech, transport, office equipment, medical equipment,  engineering subcomponents, safety equipment, building and construction,  infrastructure, display and promotion |

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| All individual components that make up the product and a complete finished product is required to be submitted.  In the event that you cannot supply all of the individual components, please ensure relevant diagrams, drawings and photos are attached to your submitted template. |

**Concept, Design, Presentation and Originality (45%)**

**Describe how you identified the product need and the originality and innovation incorporated in the product design.**

*Consideration could include but is not limited to:*

* Research \* Originality
* Innovation \* Fitness for Market/Intended End Use
* Choice of Materials \* Presentation and aesthetics

**Manufacture and Assembly (20%)**

**Describe how you designed the product for ease of manufacture and optimal product cost.**

*Consideration could include but is not limited to:*

* Novel Manufacturing Technologies \* Use of Automation
* Tooling Innovation \* Quality Assurance Systems and Equipment
* Lean Initiatives \* Improved Process Flows

**Environmental Achievement (10%)**

**Describe how the design incorporated best environmental practice.**

*Consideration could include but is not limited to those factors outlined on Page 8 of the Design for Environments Guidelines:*

**New Zealand Design & Development Content (15%)**

**Describe the New Zealand content incorporated in the Design and Development of the product and state the ownership of the Intellectual property.**

* Concept
* Design
* Tooling
* Production Systems

The declaration submitted with the entry **MUST** include details verifying all claims on New Zealand content and authorisation from the owner of the intellectual property.

**Commercial Performance (10%)  
  
Describe the Commercial and Market success of the product since its launch.**

* Market/Sales Appeal
* Commercial/Financial Success

Please note that Export Commercial Performance may include Direct or In-direct enabling sales