## Category: Best Packaging, Consumer or Industrial Product

600 W	ords Total		
Compan	y Name		
Contact	person		
Entry Na	ame		
Produ	ct Category (Ch	noose 1)	
1. Be	st Packaging	<ul> <li>Includes both flexible and rigid of products</li> </ul>	onsumer, and Industrial inner and outer packaging
2. Be	st Consumer		omestic products, sports and leisure goods, electronic nedical and pharmaceutical devices
3. Be	st Industrial	markets such as agriculture, agi	ner processing or inclusion in a final product for i-tech, transport, office equipment, medical equipmen fety equipment, building and construction, otion
In the	event that you ca		complete finished product is required to be submitted. ponents, please ensure relevant diagrams, drawings
Conce	<u>pt, Design, P</u>	resentation and Originality	<mark>(45%)</mark>
the pro	duct design.	·	the originality and innovation incorporated in
Conside	eration could in	clude but is not limited to:	
*	Research nnovation Choice of Materia	als	<ul><li>* Originality</li><li>* Fitness for Market/Intended End Use</li><li>* Presentation and aesthetics</li></ul>



Manufacture and Assembly	(20%)
Describe how you designed the product for ease	e of manufacture and optimal product cost.
Consideration could include but is not limited to:	
Novel Manufacturing Technologies     Tooling Innovation     Lean Initiatives	* Use of Automation * Quality Assurance Systems and Equipment * 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 fo 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
<ul><li>Design</li><li>Tooling</li></ul>
* Production Systems



The declaration submitted with the entry <b>MUST</b> 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.
<ul> <li>* Market/Sales Appeal</li> <li>* Commercial/Financial Success</li> </ul>

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

