

Category: Export Award

600 Words Total

Company Name _____

Contact person _____

Entry Name _____

Export Award Category

A product that is directly or indirectly exported. This can be for a product entry in one of the above product categories, or any other product or component for further processing or inclusion in a final product that has been commercialised in the last three years. The product could have been entered and won a previous Plastic Industry Design Award but it must not have been entered in the Export Category. Export commercial performance is a key judging criterion for this category and this data can be submitted confidentially.

If the product is entered on templates into the Best Product Award or the Best Environmental Product Award and the Best Manufacturing Process & Execution Awards you do not need to complete this template. The judges will pro-rata the scores from your other templates.

However, **it is essential that all entries contain quantifiable data supporting your export performance** in terms of sales and commercial success. **If you wish to keep this information Confidential this can be submitted under separate cover and for the Attention of the head Judge only.**

Please use the following as the template for your responses.

Written information should include responses to each of the following criteria (if applicable) and in the same order as these criteria. Please attach diagrams, drawings, photos or other relevant information if appropriate.

Please Note: If nothing to say in a section then leaving it blank is still valid.

If more room is required for any section, please add at the end and clearly show the section it relates to.

Concept, Design & Presentation

(10%)

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

Criteria here includes but is not limited to:

- * Research
- * Innovation
- * Choice of materials
- * Originality
- * Fitness for market/Intended end use
- * Presentation and aesthetics

Manufacture

(10%)

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

Criteria here includes but is not limited to:

- * Novel manufacturing technologies
- * Tooling innovation
- * Lean initiatives
- * Use of automation
- * Quality assurance systems and equipment
- * Improved process flow

Export Commercial Performance & Confidential Submission (40%)

Quantify the export success including any Confidential submission

Criteria here includes but is not limited to:

- * Sales Appeal
- * Commercial Success
- * Marketing

All entries must provide quantifiable data supporting your export performance in terms of sales and commercial success. This can be submitted Confidentially marked to the attention of Head Judge Only.

New Zealand Design & Development Content **(30%)**

Describe the NZ content incorporated in the Design and Development of the product

Criteria here includes but is not limited to:

- * 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.

Environmental Achievement **(10%)**

Describe how the design incorporated best environmental practice

Criteria here includes but is not limited to those factors outlined on page 8 of the Design for the Environment Guidelines
