**Category 1 – 6: Product Template** **600 Words Total**

**Company Name**

**Contact person**

**Entry Name**

**Chosen Category**

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| **Product Category** (Choose 1) |
| **1. Food/Beverage** - processing, packaging, dispensing, merchandising, promotion, display |
| **2. Primary** - agricultural, horticultural, packaging, display |
| **3. Industrial** - products to be further processed, components, packaging, display, promotion |
| **4. Building** - pipes, profiles, fixtures, fittings, building components |
| **5. Consumer Products** - products sold to consumer incl. appliances, bathroom/kitchenware packaging, display |
| **6. Personal Care** - products, components, packaging, display |
| **7. Environmental** - Please refer to separate template as judging criteria is different |

|  |
| --- |
| **Factual information required.**  Please attach diagrams, drawings, photos or other relevant information if appropriate.  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, relevant diagrams, drawings and photos must be submitted.  **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.** |

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

*This section will be judged on the following areas*

**1.1 Research**

**1.2 Originality**

**1.3 Innovation**

**1.4 Quality of finish**

**1.5 Print**

**1.6 Decoration**

**1.7 Fitness for market/end-use intend**

**(2) Manufacture (20%)**

*This section will be judged on the following areas*

**2.1 Choice of material(s)**

**2.2 Method(s) of manufacture and assembly**

**2.3 Sophistication of tooling/process**

**(3) Commercial Performance (10%)**

*This section will be judged on the following areas*

**3.1 Sales Appeal**

**3.2 Commercial Success**

**3.3 Marketing**.

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

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

*This section will be judged on the following areas*

**4.1 Concept**

**4.2 Design**

**4.3 Tooling**

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.

**(5) Environmental Achievement (10%)**

*This section will be judged on the following areas. Please refer to Page 8 of the Plastics*

*New Zealand Design for the Environment Guidelines*

**5.1 Material Selection**

**5.2 Product Design**

**5.3 Process Design**

**5.4 Communication**

**5.5 Distribution**

**5.6 Reduction of Impacts During Production Use**

**5.7 End of life Options**