



INNOVATION AND DESIGN AWARD JUDGING CRITERIA

This document provides an overview of the statements included within the Innovation and Design category. The full statements complete with maturity levels and guidance can be found within the Entry Login tab of the website.

This award will go to the manufacturing company that, in the opinion of the judges, best demonstrates how innovation within the business has been developed and applied to create significant growth, improved commercial performance, increased market share and operational effectiveness.

This award does not focus on one single innovation, but looks at how a culture of innovation has been created, generating new or improved products, services and processes that successfully meet the changing needs of the customer and business.

- 1: We understand the key factors that drive product innovation in our business
- 2: We understand the importance of considering our customers' needs and requirements when developing new products and services
- 3: Our product innovation process enables us to assess the readiness of new technologies before introducing them into the business
- 4: We understand the need to involve all functions in the new product development and introduction process
- 5: We aim to ensure that all product innovation is closely managed and controlled
- 6: We understand the importance of protecting our intellectual property
- 7: We aim to be known in the market for the innovative nature of our products
- 8: We monitor the performance of our current product range and aim to replace existing products with new products before they become outdated
- 9: A significant proportion of our current sales are for products introduced in the last 3 years
- 10: We recognise the importance of third party collaboration in driving innovation forward and developing new products

DEADLINE FOR ENTRIES:
TUESDAY 30 JUNE 2015

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