



Hardware/DIY Home Garden Show



Product of the Show Awards 2011

New products are the lifeblood of any industry and this is especially true of the hardware, DIY and outdoor living sectors. Over the years many of the innovations unveiled at the IHBMA's Hardware/DIY Home Garden Show have gone on to great commercial success, delivering significant returns for both the manufacturer and retailers alike.

To reward and encourage this trend further, the show features a Product of the Show Awards competition which is open to all exhibitors. It is judged by a panel of highly-qualified and experienced professional buyers (see page 2) with the entries being subjected to a rigorous assessment process.

In association with



■ **Benefits**

Winning a Hardware/DIY Home Garden Product of the Show Award bestows huge prestige on a product but, even more important, is the commercial benefits it delivers. An additional bonus for all products entered is that they will feature prominently on the dedicated Product of the Show Awards display area.

■ **Who can Enter?**

All exhibitors at Hardware/DIY Home Garden Show are eligible to enter.

■ **Number of Submissions**

Several products may be entered, even in the same category. However, a separate Entry Form must be used for every product.

■ **Submission Requirements**

Submissions must be made using the official Product of the Show Awards Entry Form (page 2) and accompanied by:

- (1) Completed Entry Form;
- (2) Bullet-point features/benefits on form;
- (3) Product description, sales brochure and technical literature
- (4) Product sample (where possible).

■ **Assessment Process and Presentations**

All the entries will be assessed independently, and collectively, by the two judges (see page 2) for each category. Shortlisted finalists will then be selected for further assessment before the eventual award winners are chosen. The Awards will be presented to all recipients on the opening day of the show.

The judges' decision is final in all matters relating to this competition.

Where to Deliver Entries

Entries can be hand-delivered to the Organisers Office at City West from 8am on build-up day, Friday 18 February, up to 12 noon on Saturday 19 February.

For queries and assistance contact:

Pat Lehane, Awards Coordinator. Tel: 01 – 288 5001; Mobile: 086 – 255 7363; email: pat@pressline.ie

Product of the Show Awards Entry Form (To be completed and returned)

Company Name:

Contact:

Address:

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Tel:

Email:

Categories Entered

(Please tick appropriate boxes)

Best Hardware/DIY Product

Best Home Product

Best Garden Product

Date introduced to Irish market:

Trade price indicator:

Category entered:

Main features and benefits (bullet points)

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Judging Panel

■ Tom Finn

Commercial Head,
Amalgamated Hardware

■ Pat Moore

Hardware and Building Materials Buyer,
Grafton Merchandising

■ David Farrell

Commercial Trade Manager,
United Hardware

■ David Baker

Owner and Buyer, Decwells DIY Ltd

■ Peter Doyle

Owner and Buyer,
Expert Hardware (Kimmage)

■ Gerry Dooley

Owner and Buyer,
Orchard Home and Garden
(Irish Garden Centre of the Year 2010)

