

## Nomination Form - Category Development

**\*All company and products names provided will appear as is on the Award.**

**1. Contact information:**

Name:  
Job Title:  
Company:  
Email Address:  
Phone Number:

**2. Merchandise Category that was developed or enhanced:**

**3. Name of manufacturer:**

**4. When did the category development efforts occur?**

**5. Description of key initiatives to effect positive change to the category: (Up to 100 words)**

**6. How has this category development improved upon previous/competitive designs/models? What innovation has been achieved? Identify instances where customer insights and trends have been applied to further develop the category. (Up to 125 words)**

**7. What are the benefits for the consumer and the reseller? (Up to 125 words)**

**8. Describe market impact (consumer and/or channel acceptance, actual sales vs projected sales, media coverage, etc.): (Up to 125 words)**

### **NEW Criterion for Supporting Materials**

Optional (but highly recommended), a collection of supporting files and work samples (PDF format), Website addresses and/or videos to support your entry and provide more background information to the judges. **Supporting files must be limited to three documents only and must be submitted electronically.** Supporting files are NOT required in both official languages.