

QUESTIONS - Product Innovation Categories

These are the questions you will be asked on the online entry form for the kbbreview Retail & Design Awards 2019.

This is for you to use purely as a guide to help you anticipate and write the answers you need to send in.

Our recommendation is to write the answers and then cut and paste them into the online form.

Please answer ALL the questions if at all possible, they have been chosen by the judges to give the most pertinent information they need and skipping some will seriously affect your chances of being shortlisted.

You can write as much as you like for each question, the gap between questions on the online form is not an indication of how much you should write.

Don't forget that you need to upload supporting material such as jpg images of your project or showroom or PDFs of floorplans and elevations. PLEASE label all your files with your project name or company name – it means we can keep the right files with the right entry.

If you have any problems, contact us on awards@kbbreview.com or 0208 515 2113.

Full name of product...

Give a brief outline of the product its development and its purpose....

What specific features does it have that are innovative and make it a unique proposition in the marketplace? (recommend bullet points)

When was it launched, and what is the availability?

(Product must have been launched between Nov 22, 2017 and Nov 22, 2018)

Relevant website...