

# EXCELLENCE IN HOUSEWARES AWARDS 2018

PRESENTED BY

Progressive  
housewares

IN ASSOCIATION WITH

bira

cookshop  
& housewares

Dear Retailer

Help us give excellent housewares retailers, products and suppliers the recognition they deserve by self-nominating your shop/staff, as well as your star products of 2017/2018 for the Excellence in Housewares Awards 2018.

With this letter there are **three forms**, inviting your nominations for:

- **Retail Employee Of The Year**
- **Excellence in Retail Initiative, Excellence in Retail Display and Excellence in Retail Training awards**
- **The Product Awards**

I would really appreciate it if you could return your form(s) to me asap using the Freepost address below. (The final deadline date is May 25. Please send your forms and any extra information and photos (no stamps required) to The Excellence in Housewares Awards, Max Publishing, Freepost, ND06641, London, N7 9BR, or fax them to 020 7607 6411.

Alternatively, email your submission/s to me at [joh@max-publishing.co.uk](mailto:joh@max-publishing.co.uk). Feel free to call me on 01295811853 if you need any extra encouragement or clarification. Grab the chance to make your voice heard and to compete with the best housewares and cookshop retailers of 2018!

Kind regards

Jo Howard  
Editor - Progressive Housewares

- The Excellence in Housewares Awards reward the commitment, professionalism and innovation of the UK's housewares retailers of all shapes, sizes and disciplines.
- The Excellence in Housewares Awards are recognised as the 'Oscars' for the housewares trade and 2018 marks the 19th annual awards.
- The Excellence in Housewares Awards are owned and organised by Progressive Housewares magazine in conjunction with the bira.
- See [www.excellenceinhousewaresawards.co.uk](http://www.excellenceinhousewaresawards.co.uk)

## THIS YEAR'S AWARDS SPONSORS INCLUDE:



Please return to us by  
Friday 26 May 2018



PRESENTED BY **Progressive housewares** | IN ASSOCIATION WITH **biru** | cookshop & housewares

## Self-Nominations for Retailer Awards

**Go on - shout about  
your success!**

**1: You can post this back freepost to:  
The Excellence in Housewares Awards, Max Publishing,  
Freepost ND06641, London N7 9BR**  
**2: Fax this back on 020 7607 6411**  
**3: Or you can email your self-nominations to  
joh@max-publishing.co.uk**

Your name: \_\_\_\_\_ Your position or job title: \_\_\_\_\_

Name and location of shop: \_\_\_\_\_

Tel no: \_\_\_\_\_ Email: \_\_\_\_\_

### SELF-NOMINATION FOR EXCELLENCE IN RETAIL TRAINING

This Award is for a retailer's approach to training for its team (over the last year). This can be an ongoing training programme or specific training initiative that you have instigated (or that has been particularly significant) in the last year. Please describe your training and send in relevant supporting material.

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(Please continue on a separate page if you need more space)

### SELF-NOMINATION FOR EXCELLENCE IN RETAIL DISPLAY

This Award is for window and/or in-store displays (from the last year) which are either specific to one product range or of a more generic nature and demonstrate originality and maximise visual impact. You can either include hard copies of your display photos or email them to **joh@max-publishing.co.uk** (NB: Please send **six images** of your outstanding displays. For digital images, please send us **high resolution** images, with the file size around 1 MB for each photo. We suggest you select the 'large photo' camera or phone setting.)

Please tick in the box if you are entering this category – photos attached

Please tick in the box if you are entering this category – photos by email

### SELF-NOMINATION FOR EXCELLENCE IN RETAIL INITIATIVE

This award is for a single recent initiative (undertaken in the last year) that has promoted the sale of housewares products, raised the profile of the retailer and/or fostered customer loyalty over the last year. (You can be any type of Housewares retailer).

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(Please continue on a separate page if you need more space).



Please return to us by  
July 13 2018



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## Nominations for Supplier of the Year Awards

Please help us to give the best housewares suppliers the recognition they deserve

**1: You can post this back freepost to:  
The Excellence in Housewares Awards, Max Publishing,  
Freepost ND06641, London N7 9BR  
2: Fax this back on 020 7607 6411  
3: Or you can email your nominations to  
emmac@max-publishing.co.uk**

Your name: \_\_\_\_\_ Your position or job title: \_\_\_\_\_

Name and location of shop: \_\_\_\_\_

Tel no: \_\_\_\_\_ Email: \_\_\_\_\_

### Excellence in Innovation Award

**(Criteria:** A supplier that has achieved excellence in innovation and product development over the past year.

**The three housewares companies who have excelled in Innovation and Product Development are:**

1st) \_\_\_\_\_

2nd) \_\_\_\_\_

3rd) \_\_\_\_\_

### Excellence in Marketing Award

**(Criteria:** A supplier that has demonstrated excellence in marketing over the past year, resulting in increased sales and/or brand awareness. This can be a specific campaign or for ongoing strategies over the past year, and can include advertising in all its forms, social media, public relations activities, point of sale and in-store promotional material).

**The three housewares companies who have excelled in marketing are:**

1st) \_\_\_\_\_

2nd) \_\_\_\_\_

3rd) \_\_\_\_\_

### Excellence in Service Award

**(Criteria:** A supplier that has offered the best levels of service - customer care, after-sales service and logistics over the last year).

**The three housewares companies who have provided the best service in the last year are:**

1st) \_\_\_\_\_

2nd) \_\_\_\_\_

3rd) \_\_\_\_\_