



PRODUCT OF THE YEAR 2025 AWARD REGULATION

1. REQUIREMENTS

Companies in the hardware industry can apply by proposing a product launched in the market from 1 January 2024 to 31 March 2025.

The Award is reserved for products characterized by a strong component of originality, in the three proposed categories: [DESIGN](#) | [INNOVATION](#) | [GREEN](#).

Companies that are subject to insolvency proceedings (composition, bankruptcy, etc.) or have been declared bankrupt within the last 5 years or are in a state of voluntary liquidation cannot apply for the Award. Similarly, companies subject to precautionary measures or sanctions by the Judicial Authority for serious violations of the law (including Legislative Decree 159/2011) cannot participate in the Award.

2. AWARD CATEGORIES AND DETAILS

DESIGN CATEGORY

A product with a new design, designed according to new creative rules of aesthetics, ergonomics, functionality and/or usability, falls into this category.

CATEGORY INNOVATION

A completely new product, a new format, a range complement, diversification, new packaging, the use of new technology that comes to the market in a new genre falls into this category.

GREEN CATEGORY

This category includes a product that respects the paradigms of eco-sustainability, produced with recycled material, derived from circular economy and/or recyclable, or with a less impactful production cycle.

For each of the categories, it will be evaluated:

a) INNOVATION AND UNIQUENESS.

Degree of innovation and ability to offer differentiating values to the consumer.

b) REAL VALUE OF BENEFITS.

Real degree of benefits to end customers and retailers beyond the appeal of innovative technologies used for wow effect.

c) EVOLUTIONS

Real evolution from product editions has already launched in the market.

3. MODE OF PARTICIPATION

Nominations must be received by **April 4, 2025**. Required data and materials should be submitted through the dedicated Product of the Year Award form.

Applications that are incomplete or do not meet the parameters of these regulations will not be considered.

Participation in the award implies unconditional acceptance of these regulations.

Registration and participation are free of charge.

4. JURY

The Jury is composed of personalities from the associational, academic, media and distribution worlds. The full list of jury members can be found on the website (<https://www.hardwarefair-italy.com/en/events-and-conferences/special-events/award/>).

5. MODE OF EVALUATION

The evaluation of the candidate products will take place with a meeting of the Jury, which will be responsible for selecting the Winners.

In the case of projects in which there may be a conflict of interest with one or more Jurors, they will be excluded from the evaluation of that project.

6. PRIZES AND BENEFITS

Winners will be given a personalized trophy, but no cash prizes or valuables are provided. Winners may use this award free of charge for promotional uses.

7. VISIBILITY

The initiative will enjoy wide visibility in various communication channels: media partners, organizers' websites, official catalog of the event, mailings, social channels and during other activities carried out International Hardware Fair Italy, Koelnmesse Italia and dissemination through the network of Assofermet Ferramenta.

8. PRIVACY

The International Hardware Fair Italy's Product of the Year 2025 Award is managed by Koelnmesse Italy together with Assofermet and can only be used with the prior written agreement of Koelnmesse Italy and Assofermet. All data collected will be treated in accordance with current regulations and privacy laws.

9. INTELLECTUAL PROPERTY OF PRODUCTS AND GUARANTEES

Each participating company:

- expressly declares that each proposed design idea is original and does not violate in any way, either in whole or in part, the property rights, intellectual or industrial, of third parties, indemnifying as of now International Hardware Fair Italy and Assofermet from any liability, liability, claim for damages and/or compensation that may be made by any third party in this regard.
- It assumes the onus and full responsibility for the protection of its design idea and its inventive and/or original aspects through the means provided for this purpose by the legal system (registration, patent or similar, as the case may be), prior to its disclosure.

10. INFO AND ASSISTANCE

Tel. +39 02 8696131 - send material to: hardwarefair-italy@koelnmesse.it

11. APPLICATION FORM

The Form will request the following data and information about the project, the company and any companies related to the project.

(a) INFORMATION ABOUT THE COMPANY:

- Company Name
- Company location/phone/email/site/social media/contact information
- Company presentation pdf (max 8 MB)
- Authorization for data processing and use and disclosure of information and images related to applications.

(b) PRODUCT:

- Product Title
- Features
- Product launch date

- Link to product or application website
- Description of the product (400 keystrokes)
- Three main elements of product innovation (200 keystrokes)
- Pdf presentation of the product (8 MB)
- Video and photos if available (max 4 photos for a total of 2 MB)
- Material provided by applicants will not be returned and may be used in part (logo, project summary, photos) for communication and promotion of the initiative and winners