

## **INNOVATION**

- This is an opportunity to showcase innovative products/processes and business developments that create new opportunities in the New Zealand print industry. It is important to remember that any product or development must be innovative to the New Zealand print market – not just your company
- Entrant must outline what is innovative about their entry in as much detail as possible. Please attach an extra sheet of information if necessary to provide adequate information
- Innovation can be:
  - 1) Business Development Innovation
  - 2) New product innovation
  - 3) Innovation ideas applied to an existing product creating opportunities for business development



## **Judging**

- Judging is based on the technical excellence in all facets of the production process (including finishing) and allows for specialists to make a judgement based on the potential and limits of that process or processes, the materials and the equipment used
- Each process has different requirements; please refer to the relevant production process or processes headings