



Laura Marshall Award for Innovation

Entry Form 2017

Name:

Company:

Product:

Details: (use another sheet if required)

We are excited to announce the Laura Marshall Award for Innovation 2017. As an exhibitor at SCS Formulate 2017 you are eligible to take part in this competition.

The challenge is to provide the SCS with your innovation and **each entrant is to provide 6 samples with minimum information as the SCS will be providing a unique code sticker so that all entries are anonymous to the judges.**

The Innovation encompasses all aspects of the industry from the latest formulation to new test methods, an innovative packaging format, electronic advances and beyond.

The innovation will be judged on 'How does the product live up to the innovation claimed? i.e. the texture, the appearance, the feel, the science, etc., AS IN WRITTEN CLAIM' 'The Impact of the Innovation' and 'Is the Innovation clear to the consumer?'

All exhibitors are invited to submit one entry. **The deadline for submissions is end of July 2017.**

The finalists will be announced in September 2017.

An independent panel of judges including an end consumer, academic, industry body, product developer and the SCS President will select 6 finalists which will be on display at SCS Formulate where the final decision will be made by the visitors to the exhibition who will each have the opportunity to cast one vote. Finalists will be assisted to create a show-board to promote and explain their innovation at the exhibition and we encourage finalists to promote their innovation.

The winner will be announced at the SCS dinner on 14 November 2017 where a trophy will be awarded.