

# FIRA Innovation Award



Recognising unique furniture products for their exceptional innovation, imagination and practicality



## What's the benefit of a FIRA Innovation Award?

Achieving the FIRA Innovation Award for your product gives you a big competitive advantage by:

- clearly differentiating your product from others in the marketplace, establishing it as unique both in concept and quality of design and manufacture and excellent in terms of practicality, usability and safety
- highlighting your company's position at the forefront of leading edge creativity in the furniture industry

## How can you use the FIRA Innovation Award to gain competitive advantage?

If your product is successful, you (and your distributors and retailers) are entitled to use the valuable FIRA Innovation Award logo for promotional material, advertising and packaging. This is subject to our terms & conditions, details of which are available from the FIRA marketing department.

FIRA also publishes names of award winners in the press and in its own widely circulated literature.

### Nothing to lose: application is free!

Entering for the award costs nothing, however where testing is necessary charges will apply.

## PREVIOUS AWARD WINNERS

BLUMOTION Clip top hinge  
from **Blum UK**

AD.SPACE 3rd level plug in post  
The pace workstation  
from **Carleton Furniture Ltd**

Furniture Sensors  
from **Eleksen**

The Intellidesk  
from **Eurotek Office Furniture**

Flipit  
from **The Folding Company**

Sense range of desking  
from **Herman Miller**

Top line 110- sliding door fitting  
from **Hettich**

Libra H1+H2 Cabinet hangers & wall plates  
from **Italiana Ferramenta S.r.l.**

Interlock System  
from **The Maine group**

Paste Pilasters  
from **Pineology**

Vitafoam  
from **Reflexion**

Segment Systems  
from **Spaceoasis**

Novalife Fabrics  
from **Steinhoff UK Furniture Ltd**

Twister Dowel  
from **Unimat Hinge**

Fillwell Formo Cushion  
from **Wellman International Ltd**

## ELIGIBILITY FOR THE AWARD

### Uniqueness

All items entered for the FIRA Innovation Award must be unique: applicants will be required to provide full details of how their product differs from anything else on the market. Please note that it is your responsibility to ensure that your product is genuinely unique and that nobody else has the patent.

### One company, several products

Your company can enter as many different products/materials for the award as you wish. The award is given to the product, not the company, so in your company literature the award logo may only be used next to the product(s) to which it relates to.

### One product, subsequent applications

If you enter a product and it is unsuccessful in gaining the award, you are free to use the feedback report to make changes and re-submit the product for the award at a later date.

*"The Innovation Award provides a number of key benefits, for both our customers and our business. It has certified the innovation and rewarded both the intuitive thinking and research required to develop the product.*

*It will assist our company in accelerating market penetration and aid sales through raising the credibility of the product and reassuring customers that the product has been fully tested and is fit-for-purpose."*

**Mr Luigi Rossetto,**  
Sales Manager,  
Italiana Ferramenta S.r.l.

**For further information  
about the award  
please contact FIRA  
customer services on**

**01438 777 700  
or [info@fira.co.uk](mailto:info@fira.co.uk)**

# Award criteria and assessment process



All products entered for the award will be rigorously assessed by a panel of FIRA experts. Companies are invited to give a presentation in support of their application and, following this, to answer questions from the judging panel.

Key areas on which the judges will focus are: innovation, safety and how well the product performs in use.

The judges are looking at the item itself and not just the concept, so where necessary it must be able to satisfy all relevant standards. If there are no standard tests suitable for assessing the safety, durability and fitness for purpose of your particular item, FIRA will set up an appropriate assessment regime.

When conducting the 'user appraisal', the judges will look at the assembly process (where applicable), the instructions provided, product packaging (where relevant), ease of use and any possible safety hazards.

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Testing • Certification • Consultancy • Training • Equipment • Membership

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