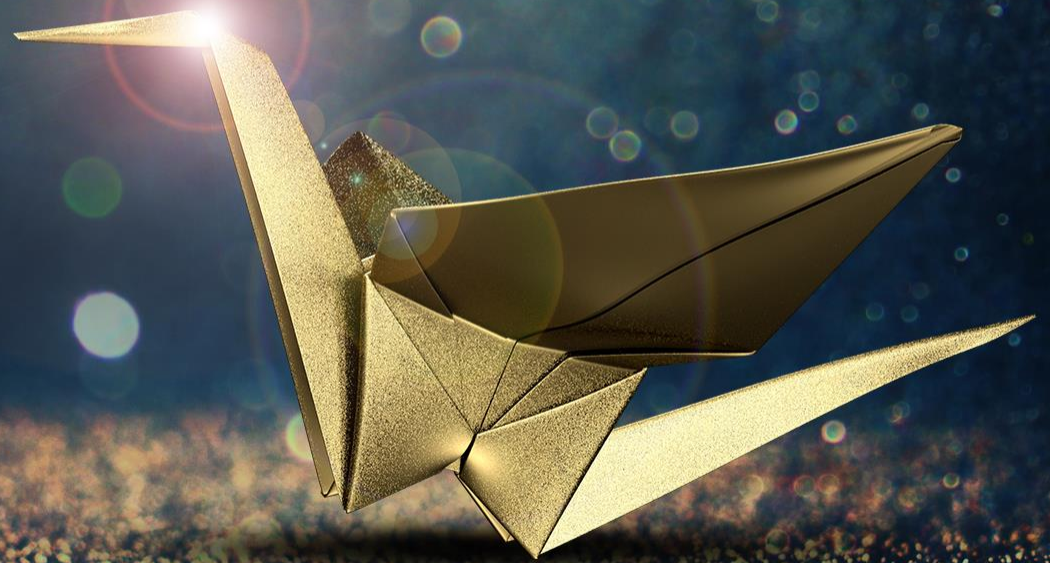


paperworld
MIDDLE EAST

AWARDS 2024



INTRODUCTION

The **Paperworld Middle East Awards** is an esteemed recognition program that celebrates excellence and innovation in the paper and stationery industry within the Middle East region. Held as part of the renowned Paperworld Middle East Trade Show, these awards honor outstanding individuals, brands, and products that have made a significant impact and contributed to the growth and development of the paper and stationery sector in the region.

This document is intended to help you prepare before you submit the entry on our platform to ensure you present the highest quality submission possible.

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Stationery Product of the Year

The Stationery Product of the Year Award is the highest honor bestowed upon an exceptional stationery product in recognition of its outstanding qualities and contributions to the industry.

This prestigious award celebrates innovation, design, functionality, and overall impact on the stationery market. The recipient of this award represents the epitome of excellence, setting new standards for quality, creativity, and consumer appeal. It is a testament to the product's ability to inspire, enhance productivity, and elevate the stationery experience for users.

Eligibility:

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award:

- Stationery Product Overview: Provide a comprehensive overview of your product.
- Highlight Unique Selling Points: Emphasize what sets your product apart from competitors, including any innovative features or advanced technologies that distinguish your stationery product in the market.
- Describe Practical Features and Functionalities: Detail the practical features and functionalities that your stationery product offers to enhance users' productivity, organization, or creativity, providing a seamless user experience.
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full sized products for judging and display

Notebook/diary of the year

The Notebook/Diary of the Year Award recognizes the pinnacle of excellence in the world of stationery, honoring a notebook or diary that stands out for its exceptional quality, design, and functionality.

This prestigious accolade celebrates a product that embodies the perfect blend of craftsmanship, innovation, and user experience. The award is a testament to the power of capturing thoughts, ideas, and memories, offering a smooth writing experience, durable construction, and a thoughtfully designed layout that inspires creativity and organization. This award highlights the notebook or diary that has truly redefined the art of writing and planning, making it an indispensable companion for individuals seeking to record, reflect, and create.

Eligibility:

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award:

- Notebook/Diary Overview: Provide a comprehensive overview of your product.
- Highlight Creative and Advanced Features: Emphasize any creative and advanced features that distinguish your product in the market.
- Describe Key Benefits: Detail key benefits that set your product apart from competitors in the market.
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display

Office Product of the Year

The Office Product of the Year Award recognizes excellence in the field of office supplies, celebrating products that have demonstrated exceptional functionality, quality, and innovation.

The award showcases a commitment to providing high-quality products that are durable, reliable, and built to withstand the demands of regular office use. These office products have exhibited creativity and innovation in their design, features, or functionality, introducing new elements that have improved the user experience. The Office Product of the Year Award acknowledges products that have excelled in their ergonomics, comfort, sustainability, and overall value for money. It represents a recognition of the impact and influence these office supplies have had in shaping the modern workplace and enhancing the daily work experience for professionals.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Office Supplies Product Overview: Provide a comprehensive overview of your product.
- Highlight Unique Selling Points: Emphasize any creative and advanced features that distinguish your product in the market.
- Describe Key Benefits: Detail the key benefits that set your product apart from competitors in the market.
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display

Arts & Crafts Product of the Year

The Arts & Crafts Product of the Year Award celebrates excellence and innovation in the arts and crafts industry.

This prestigious award recognizes a product that has made a significant impact on the creative community, inspiring artists, crafters, and hobbyists to explore their artistic talents and unleash their imagination. From painting and drawing supplies to DIY kits and innovative crafting tools, this award honors the product that has pushed the boundaries of creativity and offered new possibilities for artistic expression. The recipient of this award has demonstrated exceptional quality, craftsmanship, and ingenuity in its design, allowing users to unleash their creativity and bring their artistic visions to life.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a comprehensive overview of your product.
- Reference and Details on Popularity: Provide references and details showcasing the product's popularity among consumers, reflected in its ability to withstand the demands of various art and craft techniques.
- Describe Key Benefits: Detail the key benefits that set your product apart from competitors in the market.
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full- sized products for judging and display

School Bag Design Award of the Year

School Bag Design Award of the Year recognizes outstanding excellence and innovation in the design of school bags.

This prestigious award celebrates a bag that combines style, functionality, and ergonomic features to provide students with a superior carrying experience.

The School Bag Design Award celebrates a bag that goes beyond functionality, making a statement with its aesthetics, colors, and overall design. It embraces the unique personality and needs of students, inspiring confidence and pride in their daily journeys to school. This award recognizes the winning design's ability to enhance the student experience, offering a combination of practicality, comfort, and style that sets it apart from the competition.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a comprehensive overview of your product.
- Describe Ergonomic Features: Provide details about the ergonomic features of the product to ensure optimal comfort.
- Describe Key Benefits: Detail the key benefits that set your product apart from competitors in the market.
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display

Writing Instrument of the Year

Writing Instrument of the Year Award celebrates the pinnacle of excellence in the world of writing instruments.

This prestigious award recognizes a product that embodies exceptional craftsmanship, innovation, and an outstanding writing experience. The recipient of this award has demonstrated unparalleled performance, delivering a smooth and effortless writing experience that surpasses expectations. This writing instrument stands out for its precise and controlled ink or lead flow, allowing users to effortlessly express their thoughts and ideas on paper.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- **Product Overview:** Provide a comprehensive overview of your product.
- **Describe Ergonomic Features:** Elaborate on the ergonomic features of the product to ensure optimal comfort.
- **Highlight Features or Technologies:** Highlight features or technologies that enhance the writing experience.
- **Provide Testimonials:** Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display.

Premium Writing Instrument of the Year

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The Premium Writing Instrument Award recognizes the finest exemplar of craftsmanship, innovation, and writing experience within the industry.

This prestigious accolade celebrates a product that exceeds standards in performance, delivering an unparalleled writing experience marked by fluidity and precision. The recipient of this esteemed award stands out for its exceptional attention to detail, innovative design, and superior functionality. It represents the pinnacle of excellence, offering users a seamless and effortless means to articulate their thoughts and ideas on paper with utmost clarity and finesse.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.
- A suggested retail price point of \$75 and above per item.

The following is required to complete an online submission for this award;

- Product Overview: Provide a comprehensive overview of your product.
- Describe Ergonomic Features: Elaborate on the ergonomic features of the product to ensure optimal comfort.
- Key Features: Offer insights into distinctive materials, designs, or collaborative efforts that elevate your product to a premium standard..
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display.

Eco-Friendly Product of the Year

The to Best Eco-Friendly Product of the Year Award recognizes and celebrates the remarkable achievements and innovation in eco-friendly stationery products.

This prestigious award acknowledges a product that demonstrates outstanding environmental consciousness and a commitment to sustainability. The recipient of this award showcases a deep understanding of the ecological impact of stationery production and usage and has taken significant steps to minimize their environmental footprint. The winning product exemplifies sustainable sourcing practices, utilizing responsibly obtained materials such as recycled paper, agricultural residues, or sustainably managed forests

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a comprehensive overview of your product.
- Efforts in Product Production for Sustainability: Describe the efforts in product production to reduce pollution and waste, conserve resources, and maintain an ecological balance.
- Innovations and Unique Features: Describe any innovations in terms of sustainability or unique features of the product that contribute to environmentally conscious practices.
- Provide Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display.

Paper Excellence Award

The Paper Excellence Award recognizes and commends exceptional achievements in advancing the quality, sustainability, and innovation within the paper industry.

This prestigious award celebrates individuals or organizations that consistently demonstrate a commitment to excellence in paper manufacturing, design, and usage. The recipient of this esteemed award is distinguished for their continuous efforts in pushing the boundaries of paper craftsmanship, promoting sustainable practices, and introducing groundbreaking innovations to the industry.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a detailed overview of your product.
- Innovative features: Describe the product and how it showcases innovative features or advancements in paper technology, manufacturing processes, or design elements.
- Materials Used: Provide a brief regarding the materials used in manufacturing.
- Quality: Provide specific details about the paper product to illustrate its exceptional quality in terms of texture, weight, durability, and overall craftsmanship.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display

Paper Packaging Solution of the Year

The Paper Packaging Solution of the Year Award acknowledges and celebrates outstanding accomplishments in delivering innovative paper packaging solutions that enhance functionality, efficiency, and user satisfaction within the office environment.

This esteemed award honors a company that consistently exhibits a steadfast commitment to delivering exceptional packaging experiences. The recipient of this award has been a trailblazer in introducing cutting-edge packaging solutions, demonstrating unwavering dedication to excellence, sustainability, and industry best practices. They have earned a reputation as a reliable partner for businesses, staying ahead of the curve by embracing the latest trends and advancements in packaging technology.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a comprehensive overview of your product.
- Design Concept and Packaging Compliment: Describe the design concept and explain how the packaging complements the product.
- Materials Used: Provide a brief regarding the materials used in the packaging.
- Uniqueness in the Market: Explain what makes this packaging unique compared to others in the market.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display

Customizable Product of the Year

The Customizable Product of the Year Award recognizes an outstanding product that epitomizes innovation, personalization, and an unwavering commitment to meeting individual needs. This accolade celebrates the intersection of cutting-edge technology, user-centric design, and the seamless integration of customizable features that elevate the overall user experience.

This award celebrates the intersection of cutting-edge technology, user-centric design, and the seamless integration of customizable features that elevate the overall user experience.

The Best Customizable Product of the Year Award also celebrates innovation, as the winning product introduces groundbreaking features or technologies that redefine the landscape of personalized items.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a detailed overview of your product.
- Features of Advanced Customization: Describe the features of advanced customization tools, unique materials, or design elements incorporated in the product.
- Innovations in Sustainability or Unique Features: Explain any innovations in terms of sustainability or unique features that distinguish the product.
- Customer Testimonials: Include testimonials from customers.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display

Licensed product of the year

The Licensed Product of the Year recognizes outstanding achievements in the realm of licensed merchandise, highlighting products that excel in representing their affiliated brands while achieving notable success in the marketplace.

This prestigious award celebrates licensed products that demonstrate a harmonious alignment with their brand partners, maintaining the essence and values of the licensed brand throughout their design, production, and marketing. Winning products showcase innovation, creativity, and originality, captivating consumers with unique offerings that stand out in their respective categories. They embody the spirit of their licensed brands while also introducing fresh perspectives and engaging experiences for consumers.

Eligibility;

- Product was available for sale/use in the region between 1 January 2023 and 1 September 2024.

The following is required to complete an online submission for this award;

- Product Overview: Provide a detailed overview of your product.
- Creativity and Originality: Provide details of the product that demonstrate creativity and originality in design, concept, or execution, contributing to a unique and compelling offering for consumers.
- Materials Used: Provide a brief regarding the materials used in the packaging.
- Uniqueness in the Market: Explain what makes this packaging unique compared to others in the market.

Please note:

- 5 x product samples will be required to be sent to our Dubai office for physical judging
- If you are selected as a finalist, we will request an additional 3 full-sized products for judging and display