

ENTRY FORM

Product of the Year – Self-propelled boom and atrium lifts.

For a manufacturer that has launched an innovative self-propelled boom or atrium lift. Due to the cancellation of the 2020 event, submissions will be accepted for products launched since 1 January 2020.

When compiling your entry, remember that the judges will be reviewing more than 100 submissions. Try to make your presentation as clear as possible, emphasising the most important elements of your entry. (Entries should be no more than 1,500 words)

E-mail your completed entry to Euan Youdale, evan.youdale@khl.com

ENTRY DEADLINE: 1 December 2021

CONTACT DETAILS

Company name:

Address:

Country:

Contact name:

Job title:

Tel:

e-mail:

Web site:

1. Name of product:

2. Product specifications:

This should be a comprehensive list of all relevant specifications, describing the overall product. They do not have to be new or unique to this machine.

3. Why does it stand out from the rest?

This section should form the main part of the entry, and should concentrate purely on the individual features that make this product a worthy winner. In each case, fully explain why the feature has been included, what makes it unique/innovative, and what its advantages are to the customer. This part of the entry should not include innovations existing on previously launched products –these should be included in the Product Specifications section, above.

4. How does this product fit into the range?

Explain where this product lies in an existing range. If it is a unique product, is it the first in a new range? Do you have existing products with similar features listed above, if so, please explain?

5. Supporting information:

Send up to six pictures to illustrate your entry and a high resolution logo but please do not send specification sheets, videos, or any other additional supporting material.

ENTRY DEADLINE:

1 December 2021

Please save this form then e-mail with supporting information to:

Euan Youdale, Editor, *Access International*

E-mail: euanyoudale@khl.com



Feel free to contact Euan with any questions at the e-mail address above or telephone him on **+44 (0)1892 786214**