

YOUR CALL FOR ENTRIES



This is **YOUR** opportunity to be part of the action and to prove to **YOUR** colleagues, competitors, suppliers and customers that you are the best in **YOUR** sector.

You inspire the industry



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The BOSS Industry Awards recognise and reward individuals and companies that can demonstrate real excellence.

Previous winners have found that winning an award raised their company profile and helped win them new business. Nominees who are shortlisted will have their company names and information included in all pre-event publicity and feature in a special review after the Awards.

THE JUDGING

All the judges are impartial, chosen because of their specialist knowledge and relevant expertise. From original entries, the judges will select finalists in each category. No correspondence can be entered into and the judges' decisions are final. **The judges ask that applications clearly address all criteria in their respective category.**

ENTRIES AND CONFIDENTIALITY

All submitted entries will remain strictly confidential. Please visit the BOSS Awards website www.bossfederation.com/awards/2015 to enter online and for full entry criteria. You will need to print a copy of your application form and send it plus three copies of your supporting evidence to:

Helen Dunn
BOSS Federation
Old Pump House
19 Hooper Street
London E1 8BU

T: 020 7915 8377 E: helen@bossfederation.co.uk

To enter visit: www.bossfederation.com/awards/2015/apply

AWARDS CEREMONY

The event will take place on Wednesday 15 October 2015 at The Hilton Birmingham Metropole Hotel at the NEC in Birmingham. Winners will be announced and presented with a trophy on the evening. The event also includes dinner and entertainment. All finalists and winners will receive coverage in the trade press.

CLOSING DATE FOR ENTRIES

The closing date for entries is **19 June 2015**.

We can't promise that you'll win – but we can promise you an evening to remember! You can find details of the award categories on the following pages.

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BRAND MANUFACTURER OF THE YEAR

This award is for UK BRAND manufacturers/suppliers that have run a successful brand awareness or marketing campaign which had significantly enhanced their Brand, Company profile and has raised brand awareness within their target audience/marketplace.

Please provide us with evidence, including examples of creative assets, marketing collateral, campaign programme and photos/videos where relevant, of your brand awareness campaign.

As a new addition for 2015, nominations from dealers, dealer groups, wholesalers, contract stationers and retailers are also welcomed. Nominations should include the manufacturer name, brand name and a 50 word description of the marketing campaign. Nominated companies will be contacted to submit further information.

Entries will be judged on:

- ▶ Raising brand awareness and profile
- ▶ Brand excellence
- ▶ Brand communication and values through the supply chain
- ▶ Originality
- ▶ Increased revenue for brand
- ▶ Increased revenue for reseller/retailer
- ▶ Innovative marketing of brand



The structure that should be followed for each entry is:

- ▶ Context/background of the company and the brand
- ▶ Main objectives of the brand campaign
- ▶ Strategy/plan of action for promoting the brand
- ▶ Tactics and implementation activities including reseller/retailer engagement
- ▶ Measurement and metrics
- ▶ Results achieved and proof of success
- ▶ Timeline of the brand campaign

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CATALOGUE OF THE YEAR

This award is for dealers, manufacturers, suppliers, wholesalers, dealer groups, contract stationers and retailers who publish a product/service as a printed or digital publication/catalogue.

Entries will be judged on:

- ▶ Ease of use by customer
- ▶ Ease of product purchase
- ▶ Clarity of products presented, including picture quality
- ▶ Ease of finding specific products or accessories
- ▶ Clearly marked sections
- ▶ Clear explanation of ordering process
- ▶ Presentation/appearance of cover
- ▶ Features/benefits of products readily available
- ▶ Pricing matrix simple and defined

Judged by a panel of industry experts, the entrants are asked to provide 3 copies if entering a hard copy publication, and a link to their online catalogue if submitting a digital publication.

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DEALER EXCELLENCE AWARD

At a time when it is increasingly necessary for dealers to grow sales and profitability the award will be based on how effective a dealer is at maximising the return from their customer base.

Dealers of all sizes are invited to enter.

Nominations from suppliers, manufacturers, wholesalers and dealer groups are also welcomed. Nominations should include the dealer name and a 50 word description of how the dealer has displayed excellence.

There are two sections in this category:

- ▶ Up to £5m annual turnover
- ▶ Over £5m annual turnover

Please indicate clearly which section your entry should be entered into on your initial submission.

The judges are looking for the following:

- ▶ Origins of your business (including when started, target market and brief history)
- ▶ Current management structure
- ▶ Business dimensions – revenue, locations, logistics, number of employees
- ▶ Sales by category
- ▶ Customer profiles – how you analyse your customers
- ▶ What is the average age of your accounts?
- ▶ What measures you have taken to ascertain potential spend and how you have sought to win it. What tools you have used, if any, and the results before and after
- ▶ Customer testimonials supporting your application

The judging panel will be looking for evidence to demonstrate innovation, business excellence, sales growth and service that define you as an “excellent dealer.”

Please complete the form on the next page with the above information. If nominated by another company, you will be contacted to provide the required information.

Entrants may be invited to make a short presentation, in person or via teleconference, to aid the judging process.

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DEALER EXCELLENCE ENTRY FORM

Name of Company:

If a member of a Dealer Group, which one:

Category being entered, please select one: Up to £5m Turnover Over £5m Turnover

Origins of your business: Briefly describe how you got started.

Current Management: Describe or include an organisational chart with responsibilities listed.

Sales Performance: Show how your focus on selling more products to loyal customers has improved your sales line and your operating profit (gross profit less operating costs). Please provide your most recently completed full financial year, compared to your performance the previous full financial year; including current year-to-date figures.

Business Dimensions: Briefly describe the location/s of your business; how your logistics are organised; and number of employees.

Provide your sales by category: List the categories by product that you sell and your sales results for these.

Customer Profiles: How do you analyse your customers? What is the average age of your accounts?

Customer Spend: What measures have you used to ascertain potential spend? How have you sought to win this spend? What tools did you use, if any? What were the results of this work – please show before and after.

Demonstrate how you promote your total portfolio to your customer base and how you measure your success.

What is the percentage of your customer base that buys each category and how successfully have you been in persuading customers to buy from each category of your portfolio.

Once completed please send three copies of this form together with three copies of any other supporting evidence you want to include to:

Helen Dunn, Senior Marketing Manager
BOSS Awards 2015
BOSS Federation
19 Hooper Street, LONDON E1 8BU





ENVIRONMENT AWARD

Whilst most companies have limited resources they now recognise that if they manage their impact on the environment there will be positive effects on their profits, cash flow and reputation whilst helping the environment and improving their Corporate Social Responsibility.

This category is split into two groups:

- ▶ Recognised manufacturers/vendor/suppliers of products & services in the UK (only activities taking place within the UK will be considered in the submission but manufacturing may take place outside of the UK)
- ▶ Individual dealers, dealer groups, contract stationers and retailers with UK sales/distribution operations

Please indicate in your submission in which category you wish to be considered.

The judges require the following:

1. Describe your UK activities. Please include the number of employees in the UK as this will be taken into consideration when judging the entry and any environmental certifications (e.g. ISO 14001, EMAS). Note: If you are an international company, please give details of your UK operations only. (50 word maximum)
2. Give a brief description of the organisation's approach to operating in an environmentally responsible manner. (100 word maximum)
3. Outline up to 3 environmental initiatives, clearly stating why, for your organisation, you consider them to be environmental improvements. Initiatives may include innovations in, for example, packaging, sustainable purchasing, supply chain management, raw material efficiency, manufacturing process, energy efficiency, carbon reductions, employee engagement, supplier involvement. Entrants must include data in the form of targets set, quantified results and key performance indicators achieved to support their claims of environmental improvement in the year to June 2015. (500 word maximum for the description, data may be included within the supporting evidence – see below).
4. Provide evidence of top-level management understanding of and commitment to environmental responsibility and environmental policy, with implementation and staff involvement at all levels within the organisation. (50 word maximum)



ENVIRONMENT AWARD continued...

Important – what the judges are looking for:

- ▶ Judges will not read beyond the stated word maximum.
- ▶ Judges will expect to see supporting evidence for all claims made.
The judges will be experienced environmentalists and will expect a suitable standard of evidence. Supporting evidence may be submitted for any section provided it is labelled with the relevant section number. Evidence may include but not be limited to tables of data, spreadsheets, graphs, ISO certificates, marketing material/flyers and printed webpages.
- ▶ For section 4, the judges expect to see environmental initiatives over and above what would be considered 'business as usual' in an organisation running a good environmental management system, whether certified or not. An inventive or innovative approach to initiatives is expected e.g. something different, unusual, exciting and/or inspiring. Judges will expect to see quantification of all targets and achievements, normalised against relevant criteria, as evidence of a well planned programme. Judges will take into account that organisations which have been making environmental improvements for some time will have already achieved the easy wins and so are likely to be making more incremental improvements than those just starting out.

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INITIATIVE OF THE YEAR

Any individual or company who works in the business products and services industry can apply. This is not a new product initiative as that will be judged separately under the New Product of the Year Award.

The judges are looking for initiatives or innovations that may have impacted on you as an individual, your company, your customer or the industry as a whole. These may be marketing, supply chain, operational, people or service related initiatives or something that is clear blue sky thinking.

The judges will be looking for initiatives that support the following criteria:

- ▷ Major impact upon you as an individual
- ▷ Major impact on your business
- ▷ Major impact upon the office (business) products industry
- ▷ Major impact on your customer
- ▷ Major impact on morale within your team
- ▷ Major improvements in services or supply chain
- ▷ Fun and exciting
- ▷ Innovative

Please in no more than 500 words explain the initiative and its impact. Entrants may be invited to take part in a telephone interview to find out more about their chosen initiative.

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NEW PRODUCT OF THE YEAR

Do you have a new product that you launched for 2015?

Open to all product manufacturers/suppliers to the industry, regardless of size of company.

This year's New Product of the Year Award will be judged on the following criteria:

- ▷ Innovation & exclusivity
- ▷ Branding & logo
- ▷ Product design
- ▷ Differentiating features
- ▷ Purpose of use
- ▷ Quality
- ▷ Packaging design
- ▷ Pricing strategy *
- ▷ Profitability *

*It is important to provide strong financial information in order to be able to assess the success of the product to date. *This is a category aimed at evaluating physical products. Software and cloud-based products are evaluated elsewhere.

Please provide a two-page submission clearly explaining how you meet each of the above criteria along with a sample of your product or provide a loan machine. In the unlikely event that this is not possible (e.g. due to size/expense) please provide marketing literature about your product, preferably in digital format. Supplementary information can be provided but the two sheets of A4 must provide information in all of the award criteria. This can also include links to supporting video and web content. Please ensure that all 'claims' are substantiated e.g. 'Easy to Use.'

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PROFESSIONAL OF THE YEAR

This award is for individuals who have demonstrated a major contribution to the success of the company they work for or who have provided excellent professional service to their customers, suppliers, or external stakeholders in the business.

Candidates are welcomed from any part of the business if they have played a significant part in recent improvement, for example IT systems, sales, customer services, accounting, operations, warehousing, delivery, product development, training etc .

People from all areas of the industry can enter for this award; they can apply themselves or can be nominated by colleagues.

This award will be judged on the following criteria:

- ▷ Record of achievement
- ▷ Leadership ability
- ▷ Energy and enthusiasm
- ▷ Professionalism
- ▷ Contribution to the company's success
- ▷ Contribution to customers, suppliers or outside stakeholders

The entrant must provide a one page submission, stating position in the company, name of the company and explaining how they meet the above criteria, along with recommendations from two referees; preferably electronically.

Entrants may be invited to take part in a short interview, in person or via teleconference, to aid the judging process.

The winner will receive the admiration and recognition of their peers and colleagues throughout the entire industry.

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OUTSTANDING ACHIEVEMENT AWARD

This prestigious award recognises the major contribution that one particular individual has made to the long term success of a business supplies and services company; in which they have played a vital role.

Alternatively, it can reward individuals who have carried out significant work with the BOSS Federation for the benefit of the industry as a whole.

To nominate someone, please provide reasons for the nomination, together with as much detail as possible about the person. Once all nominations have been received, BOSS may contact you and ask for a more in-depth background about the nominee to enhance the entry.

The BOSS Executive Board will consider all nominations and select the winner from these nominations.

Please send your nominations to the BOSS Board c/o Michael Gardner, Chief Executive of the BOSS Federation at michael@bossfederation.co.uk.

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SERVICE PROVIDER OF THE YEAR

This award can be entered by IT providers, retailers, dealers, dealer groups, contract stationers and wholesalers who have developed a successful service offering targeted at customers in the supply chain or the end user.

Please provide us with evidence of the service provided, including examples of creative assets, marketing collateral, campaign programme and photos/videos where relevant, of your service offering. This includes IT led system and services.

As a new addition for 2015, nominations from IT Providers, manufacturers/suppliers, resellers and retailers are also welcomed. Nominations should include the service provider name and a 50 word description of the service being provided. Nominated companies will be contacted to submit further information.

Entries will be judged on:

- ▶ Raising service awareness and profile
- ▶ Service excellence
- ▶ Originality
- ▶ Increased revenue for service provider
- ▶ Increased revenue for manufacturer reseller/retailer
- ▶ Innovative marketing of service
- ▶ Supply chain cost reductions or service improvements



The structure that should be followed for each entry is:

- ▶ Context/background of the company and the service
- ▶ Main objectives of the service
- ▶ Strategy/plan of action for promoting the service
- ▶ Tactics and implementation activities including reseller/retailer engagement
- ▶ Measurement and metrics
- ▶ Results achieved and proof of success
- ▶ Timeline of the campaign

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