



IMPLEMENT IDEAS,
SET **TRENDS**,
WIN AN AWARD.

17-20
October
2020
Messe Stuttgart

INVITATION TO PARTICIPATE IN THE COMPETITION

www.suedback.de/trendaward

THE SÜDBACK TREND AWARD FOR TRENDSETTERS

In 2020 we will present the südback Trend Award for the 13th time. This award honours innovations which correspond especially to the interests and quality demands of the market. **Winners of the Trend Award secure themselves a market advantage** – The award-winning products will be presented at a special show area and the names published in the press. The specialist public pays particular attention to this seal. Whether you are a professional or a newcomer, present your future-oriented idea for the südback Trend Award and benefit from the publicity!

REGISTER, TAKE PART, WIN!

Become a trendsetter and submit your innovative idea, your concept or your technology for the Trend Award 2020. **Register your product in one of the three categories online at www.suedback.com/trendaward**. You can find all important information and the terms and conditions of participation here.

BENEFIT AS AN AWARD WINNER:

- › Exclusive competitive advantage
- › Quality seal
- › Publication in the media
- › Seals for your marketing activities
- › Support for the market introduction for your product

Closing date for
registrations is
31 May 2020

➤ Please register online at
www.suedback.com/trendaward





TERMS AND CONDITIONS

OF PARTICIPATION

THREE CATEGORIES

- › **Marketing, Sale and Organisation** (shop construction and business equipment, packaging, merchandise, EDP and cash register systems, etc.)
- › **Raw Materials & Convenience** (flour, flavours, oils and fats, fillings, frozen products, coffee etc.)
- › **Technology** (working and operating technology)

EVALUATION CRITERIA

The following criteria, among others, are considered for the evaluation:

- › Degree of innovation
- › Benefit for the user and user-friendliness
- › Use or implementation with economically viable costs
- › Function and operational safety
- › Environmental compatibility, recycling and hygiene

ORGANISERS

The **südback Trend Award** is presented by Messe Stuttgart. The trade journals Allgemeine Bäcker-Zeitung (ABZ) and BÄKO-magazin support this competition as partners. The co-organisers are the BÄKO Head Office and the Württemberg Regional Association of Bakers' Guilds.

TERMS AND CONDITIONS OF PARTICIPATION

Only innovations (products, concepts, strategies) which have been introduced on the market in the last year or are developed into a marketable commodity and will be launched on the market soon are allowed to participate in the **südback Trend Award 2020**. It must be possible to present the latter products at südback 2020 as series products. Prototypes are not permitted. All domestic and foreign companies in the industry are eligible to take part in the competition. Functional systems, complete installations, as well as individual parts (accessories) or designs, can be registered as competition entries. Participation in this competition is free.

The jury reserves the right to change the categories in consultation with the companies. The evaluation will be performed by the jury on the basis of the written and visualised entries.

COPYRIGHT / USE OF PUBLICATION

All copyrights remain the property of the entrants. Messe Stuttgart obtains permission from the sender to report about the competition entries in press releases about the **südback Trend Award 2020** or südback 2020. The same also applies for the result of the competition.

SUBMITTING THE PRODUCTS

The submitted products must be adequately insured by the participants themselves, primarily against fire, theft, breakage and damage. The organiser will accept no liability whatsoever for damage to or loss of the submitted competition entries and documents.

DESIGNATION AND AUTHOR'S DECLARATION

If products are submitted for which the copyright does not exclusively belong to the sender, written consent from the owner of these copyrights must be enclosed. This consent must also be provided for the press publications on this competition and the results.

COMPOSITION OF THE JURY

The jury, which is made up of representatives of südback partners, the specialist media and science, as well as representatives from the bakery and confectionery trades, reaches its decision by simple majority. The decision of the jury cannot be challenged. The judges' decision is final.

AWARD, PRIZES, PRESENTATION

The winners will receive a trophy and a certificate. The prizes will be presented during südback 2020 at the official trade fair opening.

COMMERCIAL USE

The **südback Trend Award 2020** can be used commercially only for the award-winning products. All award-winning products can bear the new quality seal as a label. Messe Stuttgart provides free advertising media for this purpose.

WE'RE HERE FOR YOU



ORGANISER

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