



## New Product of the Year - 2020

The following questions should all be included and answered in your entry. Please attach all additional information that you feel is important. Email to arrive no later than **March 5, 2021**

### Name of Submitting Company/Organization:

Parent Company:		
Division or Subsidiary: (If appropriate)		
Address:		
City:	State:	Zip:
County:	Telephone:	

### This entry form is being submitted by:

Name (Mr., Ms., or Dr.):		
Position:		
Company:		
Division:		
Address:		
City:	State:	Zip:
Country:	Phone:	Ext.

### Description of Product

(Each question must be answered)

1. The brand name and model number of entry (please use the name under which the product will be marketed):
2. Briefly describe entry (example – new filter cartridge, new fabric, new filter apparatus, etc.)
3. Describe the product's primary function as clearly as possible. What does it do? How does it do it? What theories if any, are involved? Confine your answer to one page of double-spaced copy. Supplementary material may be presented in an appendix.
4. Does this product provide significant improvements over existing products now on the market?      Yes ☐      No ☐      (if no, answer #6).
  - A. If yes, identify the existing products by manufacturer, brand name and model number.



- B. In what specific ways does your product improve on, either competitive products now on the market, or your own existing product lines? Answer as completely and accurately as possible. Please be specific. Answer must be confined to one page of double-spaced copy. Expanded discussion can be included in an appendix.
5. Is this product a unique entry into the marketplace that is not directly competitive with existing products? Yes ☐ No ☐  
If yes, describe the closest competitive line of products to your entry and note how your entry differs.
6. About the product:
- A. Describe the principal application(s) of this product as clearly as possible.
  - B. List all other applications for which your product now can be used.
  - C. List all applications that you foresee will be possible for your product in the future. Indicate why these applications are not now feasible.
7. When was this product first marketed or available for order? (Must be in year 2020)
- Month \_\_\_\_\_ Year \_\_\_\_\_
8. Submit a picture of the product (if possible) and headshot of the submitter. \*\*Please note that if your company wins a product award, a picture of the product and/or the submitter will be displayed during the virtual awards ceremony.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Submitted By

**Complete, sign and email form to AFS Executive Director, [Lyn Sholl](#) by Friday, March 5, 2021.**



## **New Product Award**

New products, new ideas, new ways to look at old problems are the key to the future. Innovative and/or technological advances in filtration and separation should be encouraged and fostered. To show appreciation for the continuing efforts of the filtration industry, and especially the Corporate Members, the Users Committee of the American Filtration and Separations Society initiated an Annual Award for the company that has made the most significant new product introduction in the previous year. Award winners will be recognized and honored at the 2021 AFS FiltCon on Tuesday, April 20, 2021 at 8:00am – CST. AFS FiltCon 2021 will be fully virtual. Please note awards for 2019 and 2020 will be presented Tuesday morning.

## **Engineering Merit Award**

Every year the judging results in a fairly close comparison between the top two entries. As a result, the Users Committee felt that a second-place award should also be awarded as the Engineering Merit Award.

## **Eligibility**

The Users Committee of the AFS requests the submission of your nominations for the *New Product Award*.

Any new technical product that was first marketed between January 1, and December 31 of the previous year may be entered. Products that will not be mass-produced must have become available for contract or licensing during that period. To be eligible for this award the product must have been:

- a) New in 2020 and
- b) Used in a customer application in 2020.

## **Entry Procedure**

Entries may be submitted by individuals or organizations one entry per product. There is no limit to the number of products that may be entered.

This entry form contains all of the questions that must be answered and lists all of the information that must be provided in an entry. In assembling your entry, retype the questions and provide concise answers to each question. All questions, even if they do not apply to your product, must appear in your entry and in numerical sequence.

Concise answers to each question, especially Questions 3, 5, 6 are limited to one page of double-spaced copy per question. Entries in which answers to questions are longer than one page may be rejected.

Entrants may provide supporting information in an appendix or in the form of an attachment.

Each Entry must be completed in English. All entries must be signed by the submitter following Question 7.

Descriptive literature and photos of the product or material should be included.



### **Proprietary Information**

Often it is essential for you to include proprietary information in your entry so that the judges can make a fair decision. This information will be protected, but only if it is clearly labeled as proprietary. Please note that not answering a question because your answer would contain proprietary information may have a negative effect on the judges' decision about your entry.

### **Deadline**

All entries must be received no later than **March 5, 2021**. Entries from outside of North America should be sent express international.

### **Judging**

All entries must be in the hands of the Users Committee by **March 8, 2021**. Members of the Users Committee will rank the nominees.

### **Awards Announcements**

The winner(s) will be announced on Tuesday, April 20, at 8:00 am - CST at AFS Filtcon. As a reminder, AFS FiltCon 2021 will be fully virtual.

American Filtration and Separations Society – Product of the Year Submission

Lyn Sholl

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