

# Applying for the Sustainable Product 2017

## Your Company

Company	
Contact	
Street address	
Postcode, City	
Country	
Phone number	
Email	

## Your Contact

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## Applying for the PSI Sustainability Awards 2017 with a product

Dear Jury,

Dear ladies and gentlemen

We're hereby applying for the PSI Sustainability Awards 2017 by entering our product in the Sustainable Product category.

Name of product

Brief description of your product (350 signs)

## Description of your product

The following questions are intended as guidance to help you explain your product in detail to the jury. That does not mean that you have to answer all the questions.

- How **sustainable** is the submitted promotional product? Beyond being manufactured sustainably and made from sustainable materials, does the promotional product also convey an environmental and social message?
- Is your product **biodegradable** (not only under specifically created laboratory conditions) or, under the defined conditions, returnable to the value chain by recycling? If yes, be sure to also explain and/or document the recycling process.
- What materials and/or substances are used to make your product? Please document for us the makeup of your product by providing appropriate certificates.
- How is the product manufactured? Please document for us the manufacturing process by providing corresponding certificates or, if appropriate, by explaining the manufacturing process to us. If social criteria also play an important role in this context, please explain and/or document those as well.
- How innovative is the promotional product in terms of sustainability? Is your product a one-of-a-kind design, for example, or do comparable products already exist on the market?
- How did the idea for the product come about?
- If you already submitted your product last year: How did you (sustainably) enhance your product?

### Use as promotional product

- What kinds of advertising or communication spaces are available on your product? What verifiable sustainability criteria are met by your packaging, and does it offer additional space for advertising communication?
- The jury will also evaluate your product's haptics. Which criteria would you like to highlight in this context?

