



1 April 2012
Novotel London West

THE NATURAL AWARDS

- Best New Food Product
- Best New Special Diet Product
- Best New Drink Product
- Best New Natural Living & Home Product
- Best New VMS Product
- Best New Natural Beauty & Spa Product
- Best Independent Retailer
- Best New Packaging Design

THE ORGANIC AWARDS

- Best New Organic Food Product
- Best Organic Retailer
- Best Organic Textile Product
- Best Organic Skincare Product
- Best Organic Mother & Baby Product
- Best Innovation in Organic Cosmetics

The Natural Products Outstanding Achievement Award

Entry return address

Laura Andrews, Events Coordinator
Soil Association
South Plaza, Marlborough Street,
Bristol, BS1 3NX.

Any questions?

Please call +44 (0)117 987 4586
or email
landrews@soilassociation.org

Thank you for your entry into the
**Natural & Organic
Awards 2012**

CALL FOR ENTRIES

– DEADLINE 24 February 2012

The 2012 Natural & Organic Awards will be the unmissable highlight of the year. And, for the first time, this year's awards will be hosted in a multi-award winning venue, The Novotel London West, just a 10 minute walk from Olympia, on the evening of Sunday 1st April.

The ceremony takes place on Sunday 1st April and commences with a Champagne Reception, followed by a sumptuous 'Around the World' dinner. Then it's time for the Awards in an multi award winning venue. After the winners receive their prestigious awards it's time for the industry's biggest party, with dancing, entertainment, networking, great food and the chance for a much needed after show drink!

Advance tickets cost just £69 and include entry to the Awards Reception, presentation, dinner and an evening packed with entertainment! Don't miss the opportunity to attend the networking party of the year – make sure you book today as tickets are limited and sure to sell out fast! Please call Suzanne on 01273 645122 or email srowland@divcom.co.uk

CALL FOR ENTRIES – DEADLINE 24 FEBRUARY 2012

Best Organic Textile Product

To include winners in both

- Best Organic Cotton Product
- Best Organic Wool Product

Entering your product is a great way to promote your business. Shortlisted and winning businesses will gain editorial coverage on our websites and in Natural Products magazine. Plus the kudos of winning will stay with you long after the event.

To enter, complete and return the form overleaf along with your entry before 24 February 2012.

The winner will be announced at the awards presentation on the 1st April 2012.



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ENTRY FORM

- Best Organic Textile Product

HOW TO ENTER:

Please follow the rules of entry below and send your entry with this completed form to Laura Andrews, Events Coordinator, Soil Association, South Plaza, Marlborough Street, Bristol, BS1 3NX.
If you have any further queries, please contact 0117 987 4586 or email landrews@soilassociation.org.

RULES OF ENTRY:

1. All entries, with samples* must be submitted by the closing date of Friday 24 February 2012
2. Submitted products must be certified to the Global Organic Textile Standards (GOTS), and must be accompanied by a certificate of registration and trading schedule
3. One sample of each product must be submitted
4. Products entered must be available for purchase by the general public in the UK
5. Products can only be entered by the brandholder. Retailers and marketing companies are asked to encourage manufacturers/suppliers to enter products directly
6. Each entrant must supply 900 words maximum (300 words per section) on how their product meets the judging criteria detailed below
7. The judges' decision is final and no correspondence will be entered into.

Shortlisted products will be tried and tested by our panel of judges who will give merit to the 3 criteria below. They will look at how the applicant has gone above and beyond the standards to achieve an innovative high quality product made under environmentally and socially responsible conditions.

1. Product Innovation: Design & Quality

- Can the product or process be considered innovative in any way?
- Is the product aesthetically pleasing?
- Is the product high quality in terms of finish?
- How has sustainability, durability or lifecycle been considered in the design?

2. Source of Supply & Partnership

- How closely does the company work with their suppliers in partnership?
- Does the manufacture preserve traditional or local techniques?
- Is the raw material locally sourced, or the manufacture local?
- Is any activity socially progressive, for example a cooperative, fair trade or linked to a development project?

3. Marketing the 'Organic' Message

- Is the product's organic status communicated and marketed to the consumer in a clear and appealing way?

There will be two award winners in this category; best cotton product and best wool product. If your product is mixed fibre, please select the most appropriate box below.

*Organisers cannot accept any responsibility for lost or undelivered samples. If you would like your samples to be returned to you after the judging, please include return postage with your samples.

Closing date

The closing date for entries is 24 February 2012. **Don't delay, submit your entry today!**

Entry return address

Laura Andrews, Events Coordinator
Soil Association
South Plaza, Marlborough Street,
Bristol, BS1 3NX.

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Thank you for your entry into the
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Contact name

Company details

 Shop/Company name: Address: Postcode: Tel: Fax: Email:

Product name. For multiple product entries please complete product names on a separate sheet

I am applying for best:

Cotton Product Wool Product