



Sixteenth Annual Pinnacle™ Design Achievement Awards 2011

NOTE: In the spirit of the Green Leaf Award, we suggest reviewing this file on screen as opposed to printing these rules.

The purpose of the ASFD Pinnacle™ Design Achievement Awards is to promote better design quality and to encourage the recognition of furniture designers within the retail home furnishings industry. The Awards are intended to celebrate designs that are produced in large numbers for sale to consumers through retail stores. The awards are not intended for craft products or products produced in limited quantities.

1. Pinnacle™ Awards Categories

If your entry doesn't fit into a category, or the category you have selected, it will be re-categorized.

Accessories

Includes functional and decorative accessories intended for home use. Entry may be by piece or by group.

Casual Dining

Includes table and chairs of various sizes intended for casual use. Entry may be by piece or group.

Formal Dining

Includes table, chairs, buffets, china cabinets, etc. intended for formal dining room use. Entry must be by a group consisting of armchairs, side chairs, at least one size table, and at least one form of tableware storage.

Leather Upholstery

Includes furniture, either motion or stationary, where the predominant covering is leather. Judging will be based in part on how well the design accommodates the unique problems and opportunities created by leather-upholstered furniture.

Bedroom

Includes headboards, mirrors, nightstands, chests, dressers and other storage units intended primarily for bedroom use. Entry may be by piece or by group.

Entertainment Centers

Entries in this category include individual or multiple units (groupings) that accommodate audio/video components.

Home Office

Includes desks, seating, and storage intended for home office. The intent is to combine office functionality with style and sizing suitable for home use. Entry may be made by piece or by group.

Youth

Includes furniture for infants and juvenile bedrooms including beds, children's room accessories, and storage. Entry may be made by individual piece or group.

Major Collections

Entries in this category will include dining and bedroom collections of at least 30 pieces. Upholstery, lighting or accessories can be included if part of the collection. Pieces or groups that are a part of the collection may not be entered in other categories.

Lighting

Includes portable lighting intended for indoor home use, and including chandeliers. Entry may be by piece or by group.

Occasional Storage

Includes occasional furniture whose primary function is storage. Included are wall units, etageres, curio cabinets, or movable storage intended for home use. Entry may be by piece or group, etc. It does not include entertainment or home theater furniture.

Stationary Upholstery

Includes upholstered pieces with moving trays, shelves, etc., as long as the movement does not affect the posture of the person seated. Entry may be by individual pieces or by group.

Motion Upholstery

Includes pieces whose motion changes the posture and comfort of the person seated. Entry may be made by piece or by group.

Occasional Tables

Includes occasional furniture whose primary function is storage, including wall units, etageres, curio cabinets or movable storage. It does not include entertainment or home theatre furniture. Entry may be by piece or group.

Summer/Casual

Includes tables, chairs and other furniture designed primarily for outdoor or leisure-time settings such as sun rooms, porches or atriums.

2. Criteria for Green Leaf Award:

Products that meet the most discerning design standards while also meeting a legitimately eco-friendly profile.

- **CARB Compliance:** Eligible entries must contain at least 20% CARB Compliant materials, be it Wood, Finish, Cushioning, Textiles, Leather, Metal, Glass, or Plastic.
- 50% of entry's source of manufacturing is local, or within a 250 mile radius of the manufacturing facility.
- Entry addresses conservation or economy of materials, by construction or volume, versus industry standards.
- Entry has a high percentage of recycled or reclaimed content.
- Entry contains 25-50% FSC-certified wood.

The Green Leaf Award "subcategory" can be entered in any or all of the 15 Pinnacle categories. You must first enter your product in the traditional category. **For the Green Leaf subcategory, you must provide supporting evidence on a separate sheet of paper (limit to one full page) by referring to the Sustainable Design Criteria listed on Pages 3 and 4.** Please clearly state and be as thorough as possible when listing the criteria your product meets in regards to being eco-friendly. If this product is not selected as a finalist in any of the 15 Pinnacle categories, it is still eligible for the Green Leaf Award. Three finalists from amongst the 15 main categories will be selected for the Green Leaf Award.

Sustainable Design Criteria Benchmarks

All designs must be CARB compliant on formaldehyde emissions and each of the following standards must be met for designs using at least 20% of the following materials by volume:

Wood

Either sourced from a Low Risk zone as defined by Forest Stewardship Council's Global Forest Risk Registry OR if from a High Risk zone, supported by chains of custody verified by credible third party OR a rapidly renewable species (e.g. bamboo, rattan, wicker) OR minimum 50% reclaimed.

Textiles

Non-cotton natural fiber OR certified organic (incl. cotton).

Metal

Minimum 50% post-consumer recycled content.

Cushioning

Either latex OR bio-hybrid foam OR minimum 50% post-consumer recycled content.

Leather

Vegetable-tanned OR water-based dye.

Glass

Minimum 50% post-consumer recycled content.

Plastic

Minimum 50% post-consumer recycled content.

Extra consideration will be given to those designs that also meet the following:

Wood

Solid wood construction using no composite board OR minimum 50% FSC-certified.

Local Sourcing

All materials procured within 250 miles of manufacturing.

Recycled Content

100% reclaimed or recycled content.

Economy

At least 50% less use of materials by volume vs. standard equivalent.

3. Judging Criteria

The Pinnacle™ Awards Judging is based on the following criteria of design excellence and are evaluated by the judges as they deem appropriate for the category. All judging is done through an anonymous process.

Form and Function

A harmonious combination of visual appeal (style, finishes, materials) with function which helps achieve the item's designated objective(s).

Retailer + MFR. Benefit

Profitability, increased sales, brand recognition.

Innovation

Integration of emerging technology; awareness of trends in how consumers live and use furnishings.

Consumer Benefit

Value, performance, comfort, safety, ease of use, affordability.

4. Eligibility & Product Criteria

The ASFD Pinnacle™ Awards are open to all furniture designers and manufacturers. The product entered must be in current production and must have been shown at one of the following major retail furniture markets during or after October 2008; or be available in at least 20 retail stores in the U.S. (Each location of a retail operation can count as one of the stores.)

- ABC Kids Expo
- Atlanta Int'l Gift & Home Furnishings Market
- Chicago Gift & Home Market
- Chicago International Housewares Show
- Chicago Nat'l Casual Furniture Market Exhibition
- Dallas Furniture Market
- Dallas Int'l Gift & Home Accessories Market
- High Point Furniture Market
- Las Vegas Furniture Market
- Tupelo Furniture Market
- ICFF New York
- Shanghai International Furniture Fair
- Canton International Furniture Fair
- CEBU International Furnishings
- IFF, Singapore
- IMM, Cologne
- Maison & Objects, Paris
- Salone Internazionale del Mobile Milano

ASFD is the sole judge of the qualifications and eligibility of each entry and reserves the right to make whatever inquiries are appropriate to validate the information submitted in the Entry Form. An entry which fails to meet the eligibility criteria will be disqualified. Any entry that ASFD deems to be a copy or derivative of an existing piece or group will be immediately disqualified. Previous admissible entries may be resubmitted if they were not selected as finalists before.

5. Pinnacle™ Awards Entry Requirements

Deadline

June 1, 2011. Late submissions will be accepted until June 15, 2011 with a \$25.00 late fee per entry.

Submission Folder

Each Pinnacle™ entry must be fastened or bound into a folder or report cover. A separate folder is required for each entry.

Submittal Folder Contents

1. Entry Form

The Product Information Form should serve as the cover or first page of the entry package, followed by the Submission Information Form. If a manufacturer submits the entry, the names of the designer(s) must be given, rather than using generic credits such as "design staff." Up to three designers may be credited.

2. Descriptive Data & Information

A brief typed description of the product entry including noteworthy features, materials and manufacturing processes. Small samples of fabric, leather or wood may be submitted (not larger than 8.5" x 11"). Sample materials will not be returned.

3. Photography

Full-color, minimum 4" x 6" photographs or professionally printed catalog sheets are required for each entry.

4. Digital Files

A CD or DVD containing high-resolution (300 dpi images, RGB mode, a minimum of 4" x 6" in size) digital images of the products being entered. Digital photos of the designer(s) are desired, but not required.

Notification

Pinnacle™ finalists will be notified the week of June 27, 2011. An ASFD press release will be sent to the Trade media and also posted to the ASFD Website announcing the three finalists in each of the sixteen categories. Pinnacle™ winners will be announced at the 2011 Pinnacle™ Awards banquet on Monday, October 24 during the High Point Market at the IHFC ballroom.

Ownership and Application of Entries

All entries shall become sole property of ASFD. No materials will be returned. ASFD reserves the right to use or publish all entries and accompanying materials in ASFD advertising, publications or for any and all editorial purposes. By entering, entrant grants a royalty-free license to ASFD to use any copyrighted materials. Such right includes publication of photographs and names of award winners without compensation to entrants.

NOTE: Be sure to visit asfd.com to download the submission form that will accompany your Pinnacle™ entries.