



THE TILE ASSOCIATION  
10th Anniversary Awards 2010  
The Birmingham Hilton Metropole | 17 April 2010

## **Rules, Entry and Judging Process**

### **Entry and Judging Process**

Nominations, together with supporting material or samples, should be submitted by 31 December 2009 to The Tile Association by post or email to the address at the end of this document.

The award judges will be made up of a panel consisting of the TTA Chairman, TTA Executive Officer, TTA Marketing Committee Chairman and Award Sponsor.

Any sponsor associated with a nomination with which they are connected, will withdraw from the judging process on the relevant award.

The judging panel will draw up a short list for each category based on the entry material supplied. All nominees or nominations will be advised if they have reached the short-list.

The short-listed nominations will be announced several weeks before the Awards Ceremony. The winners will be announced at the TTA Awards Dinner on 17 April 2010.

### **Rules**

The principal aim of the TTA Awards is to recognise excellence in each category.

Each entry must include one copy of a completed official entry form together with a written submission and supporting material. The written submission must be a minimum of 120 words in Microsoft Word format on CD or by email.

Photographs should be included with the submission, with at least one photograph at a minimum 300dpi being submitted as a separate file by email or on CD in jpeg format.

Nominators may enter any number of categories, but each entry must be on a separate application form.

All projects entered for the 2010 Awards must have been completed in the calendar year 2009.

All products entered for the 2010 Awards must have been launched onto the UK market in the calendar year 2009.

A written submission could include words explaining why the nominator thinks the nomination is best in category and why they believe the entry should win.

Supporting material will vary depending on each award, but could include samples, photographs of projects, people or businesses. It is for the nominator to decide what aspect of the nomination is truly outstanding and will best impress the judges.

Photographs must be supplied in high quality digital format as well as printed format.

It is a condition of entry that material submitted may be reproduced by The Tile Association in such media that The Tile Association feels is appropriate to promote the Awards.

Any nominations considered to be incorrectly categorised may be re-allocated to a different category

The judges have the right to reject any entry which they feel does not comply with the requirements of the Awards.

The judges' decision is final and no correspondence will be entered into.

### **Additional Guidance on Awards**

The following information is intended to help on the requirements for each award.

#### *Outstanding contribution to the tile industry*

This award recognises an extraordinary contribution to the wall and floor tile industry as a whole over a period of time. This may be over a working life or a shorter period of time. A portfolio of information about the person's history or particular projects they have been involved in together with photographs, are examples of the information that will assist the judges. At least one photograph of the nominee in digital format is required.

#### *Best newcomer*

This award recognises new entrants into the wall and floor tile industry, particularly tile fixers. The nomination should include a portfolio of the nominee's work, together with details of their training programme and any other information that will assist the judges. At least one photograph of the nominee in digital format is required.

#### *Best tile fixer*

This award recognises individual wall and floor tile fixers. The nomination should include a portfolio of the nominee's work, together with details of their history in the industry, qualifications if held, and any other information that will assist the judges. At least one photograph of the nominee in digital format is required.

#### *Wall tile of the year*

This award recognises a manufactured wall tile that has been launched onto the UK market in the calendar year 2009. Sample tiles from the range, together with data sheets, brochures, photographs of room sets are examples of supporting material that will assist the judges.

Entries submitted without sample tiles are likely to lose marks in the judging process.

*Floor tile of the year*

This award recognises a manufactured floor tile that has been launched onto the UK market in the calendar year 2009. Sample tiles from the range, together with data sheets, brochures, photographs of room sets are examples of supporting material that will assist the judges.

Entries submitted without sample tiles are likely to lose marks in the judging process.

*Best natural product*

This award recognises a quarried or natural wall or floor tile that has been launched onto the UK market in the calendar year 2009. Sample tiles from the range, together with data sheets, brochures, photographs of room sets are examples of supporting material that will assist the judges.

Entries submitted without sample tiles are likely to lose marks in the judging process.

*Best new innovation*

The winner of the Best New Innovation award will be a product or service that can “make a difference” to the tile industry. It may be a new device, system, adhesive or grout – the possibilities are endless!

The product or service will have been launched onto the UK market in the year to 31 December 2009

Samples from the range, together with data sheets, brochures, photographs of room sets are examples of supporting material that will assist the judges.

*Best initiative to reduce environmental impact*

This award recognises the importance of sustainability and care for the environment. The award is open to any business in the wall and floor tile industry who can demonstrate such an activity or process. As sustainability is such an important issue, this award is not date related.

A written submission together with photographic evidence will assist the judges.

*Excellence in independent retailing*

This category is open to any business operating as a single retail unit based in the United Kingdom or Eire. Photographs of the premises, both inside and out, plus a written submission will assist the judges.

Photographic evidence is vital in this category.

*Excellence in multiple retailing*

This category is open to any business operating more than one retail unit based in the United Kingdom or Eire. Photographs of at least one of the premises, both inside and out, plus a written submission will assist the judges.

Photographic evidence is vital in this category.

*Excellence in distribution*

This category is open to any business operating as a distributor, either with a single or multiple units based in the United Kingdom or Eire. Photographs of the premises, both inside and out, plus a written submission will assist the judges.

Photographic evidence is vital in this category.

*Excellence in tile contracting*

This category is open to any business operating as a tiling contractor employing more than one tile fixer based in the United Kingdom or Eire. Photographs of the premises, projects, previous awards the business has won, together with a written submission will assist the judges.

*Excellence in tile industry marketing*

This award recognises the marketing activity of a business, for example a supplier or a manufacturer who has promoted their products and/or services to customers either in the consumer, contract or tile industry. Details of the campaign, target audience, strategy, copy articles, advertisements could be submitted to assist the judges.

*Best website*

This award recognises the importance of the internet as a marketing or sales medium. Details of the website, its target audience, traffic statistics and reason for existence will assist the judges.

*Best use of tile in a small construction contract*

The project with a value of less than £100,000 should have been completed in the calendar year 2009. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category.

*Best use of tile in a large construction contract*

The project with a value of over £100,000 should have been completed in the calendar year 2009. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category.

*Best use of tile in a housing development*

The project, which should have been completed in the calendar year 2009, will be a multi dwelling property such as an apartment building, housing complex or housing estate. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category and it is important to include photos of all areas of the home, not just the bathrooms or kitchens.

*Best use of tile by an architect or designer*

This award, which should have been completed in the calendar year 2009, applauds the architect or designer in tiling project. This award will be judged particularly on the design aspect of the project. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category.

*Best technical use of tile in a construction contract*

This award, which should have been completed in the calendar year 2009, recognises that some projects have to focus on technical issues either because of technical difficulties in carrying out the project or intended use of the project when completed. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category.

*Best use of tile within the leisure industry*

This award, which should have been completed in the calendar year 2009, focuses on the leisure industry. This may include swimming pools, sports facilities or leisure complex amongst others. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category.

*Best use of tile in a domestic environment*

This award, which should have been completed in the calendar year 2009, recognises the use of tile in an individual home, either new or refurbished. An emphasis of design, choice and use of tile in a number of rooms within the dwelling could form part of the submission. Photographs, specification, design and information on the tiling process may be included in the submission to assist the judges.

A reasonable amount of photographic evidence is vital in this category and it is important to include photos of all areas of the home, not just the bathroom or kitchen.



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