



NATURAL HEALTH PRODUCTS NZ



Natural Health Products NZ Awards 2017

Exciting new categories

Why have people & companies entered previously?



To win

- To acknowledge & celebrate a success story
- Provide motivation for a team
 - Help build a winning culture
- Gain external recognition amongst peers
- Help build a strong Industry
- Provide individuals, brands or Companies a high visibility profiling opportunity
 - Is it part of your marketing mix?
- Provided a post implementation review discipline

**Success isn't a
one-time thing.
It is a habit and a
way of life**



Award Categories



Growth Award

- Encompassing the existing “Export” award to recognise overall Sales performance
- Measured on Fastest % Growth (from all sales) year on year

Marketing Award

- Big & Small company sections
- Small company section being under \$2m turnover
- Big for companies with \$2m plus turnover

Award Categories



Innovation Award

- This Innovation award has been extended beyond pure R&D
- Innovation can be applied in a number of key areas so this award will apply to R&D, service, or sustainable practices.
- The judging criteria together will be defined and circulated



Award Categories



Supplier of the Year Award

- A People's Choice Award.
- Natural Health Products NZ will circulate a list of suppliers from our membership and each member company will get 1 vote.
- No sponsorship for this award in order to maintain neutrality.
- Criteria will be defined and circulated



Take Action

- Entry form will be posted on the Natural Health Products NZ website in November
- This gives you time to understand and review what is needed



**Every accomplishment
starts with the
decision to try**

