

# 2012 GFEN Blue Flame Product of the Year Award



## **Introduction and Purpose**

New and improved appliances stimulate the life and growth of the food service industry. These benefits result from research and development to which engineers make their unique contribution. This award recognizes the results of those efforts and the foresight of the companies whose aggressive policies bring new appliances to the marketplace.

The purpose of the GFEN Blue Flame Award is to recognize the full spectrum of benefits that come from the research and engineering of new and improved appliances. These include added employment, economic development, strengthening of the nation's competitive position and contribution to the public's standard of living. The past recipients of this prestigious award show leading efforts in research, development and commitment to excellence.

## **Eligibility**

Any new or improved natural gas foodservice appliance may be entered. The product must be available for North American sale before the 2012 NRA show occurs.

## **Entry Form**

The nomination form is on the next page. There is no entry fee for this award.

## **Judging**

Nominations will be judged by GFEN's technical committee.

## **Presentation**

The award will be presented by GFEN Members at the NRA Show in Chicago, IL on May 5, 2012.

## **Publicity**

Coverage by foodservice equipment magazines will be encouraged to promote the industry exposure for the winning appliance and company. Prior years' winners have been featured in Cooking for Profit magazine and are featured on the GFEN website- [www.gfen.com](http://www.gfen.com).

## **Rules**

1. Foodservice equipment manufacturers must submit entries to GFEN no later than **March 23, 2012**. Past winners are listed on: [www.gfen.com/award.html](http://www.gfen.com/award.html).
2. Equipment manufacturers may enter a separate form for each appliance nominated as long as the appliance meets the current criteria.
3. New applicants that do not win the 2012 award will automatically be eligible for the 2013 award.

4. The entry should include a detailed appliance description including: model number, features & benefits, photos, and a specification sheet. The appliance will be judged on the following criteria, please be as specific as possible.

### **Sales and economic impact (20 %):**

**Marketing**– Describe the success of any marketing efforts to date. Include any marketing plans for promoting the appliance. List any customers utilizing the appliance.

**Economic impact**– Describe the appliances impact on the economy. Discuss the use of raw materials, productivity and efficiency gains, market share, etc.

### **Innovative principles (40%):**

**Creativity** – Describe how this appliance is unique from other appliances providing the same or similar functions.

**Technology** – Describe how new technology or existing technology is applied in a new way and/or novel engineering principles incorporated into the appliance design such as operating performance.

**Quality** – Describe how this appliance is superior in its reliability, accuracy, maintainability, warranty and construction.

**Environmental**– Describe any environmental type impacts such as: reduced emissions, electric demand, water conservation, ect.

### **Technology improvements (30%):**

**Savings** – Describe financial savings in final cost of appliance, savings to end user, savings to the environment in its production or use, or savings over previous appliance performing the same function. Talk about labor, cleaning and installation savings.

**Productivity** – Describe efficiency in design and/or production. Detail increased efficiency or ease of use resulting from additional functions over that of a previous appliance.

**Energy** – Provide savings in use of energy during pre-heat, idle, production cool down or in use of product (measured in Btu's). Include ASTM standard performance documentation, if available. Share how the efficiency gains have been documented.

**Safety** – Describe improved safety in the production process or to end user in use of the appliance.

### **Submittal(10%)**

Respond to every section above in a clear concise manner without unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response.

5. Supporting documentation must be submitted with each entry. This documentation becomes the property of GFEN and will not be returned.

# *2012 GFEN Blue Flame Product of the Year Award Form*

Please e-mail this form with supporting documentation: photo(s), specification sheets, brochures, etc. to GFEN.

Entries must be submitted no later than **March 23, 2012** to Eric Burgis at [eburgis@escenter.org](mailto:eburgis@escenter.org) or 400 North Capitol St., 4<sup>th</sup> Floor, Washington, DC 20001.

<i>Appliance Name</i>	
<i>Model #</i>	
<i>Date Marketed</i>	
<i>Sug. Retail Price</i>	

<i>Manufacturer</i>		
<i>Address</i>		
<i>City, State</i>		
<i>Zip, Country</i>		

<i>Brief Product Description</i>		
<i>Features and Benefits</i>		
<b>Will this product be on display at NRA? Y/N</b>		

*Sales and economic impact:*

<i>Marketing</i>	
<i>Economic impact</i>	

*Innovative principles:*

<i>Creativity</i>	
<i>Technology</i>	
<i>Quality</i>	
<i>Environmental</i>	

*Technology improvements:*

<i>Savings</i>	
<i>Productivity</i>	
<i>Energy</i>	
<i>Safety</i>	

**Application submitted by:**

<i>Name</i>		<i>Organization</i>	
<i>Date</i>		<i>Title</i>	
<i>Phone #</i>		<i>E-Mail Address</i>	
<i>Address</i>			

*\* Please attach/include photos and/ or specification sheet with submittal in electronic format.*

The granting of an award by GFEN is not intended in any manner  
to constitute an endorsement of any product or service.