

CONDITIONS OF PARTICIPATION FOR THE PURUS INNOVATION AWARD AT CMS BERLIN 2025



Participation

All exhibitors and co-exhibitors of CMS Berlin with a valid and confirmed registration are invited to participate. Excluded from participation are those involved in the organization of the event as well as companies and associations represented on the jury.

Finished products from industrial series production, digital applications and services (hereinafter referred to as "products") are eligible to participate. The prerequisite for admission is that the market launch or publication of the submitted product solutions did not take place more than two calendar years ago or at the latest in the same year in which they are registered for the competition.

Award categories

Messe Berlin GmbH presents the Purus Innovation Award of CMS Berlin in the following award categories:

1. Cleaning machines

The category "Cleaning Machines" includes all forms of floor cleaning machines such as sweepers or scrubber-driers as hand-held or ride-on machines, battery or cable-operated.

2. Robotics/AI

The "Robotics/AI" category includes all products based on intelligent technologies, (partially) automated and autonomous cleaning, such as vacuum/mopping robots, window and façade cleaning robots, robots for photovoltaic systems, disinfection robots, cobotics, etc.

3. Equipment

The "Equipment" category includes all products relating to equipment for mobile/manual cleaning, including small cleaning aids such as gloves, bin liners, cloths, etc.

4. Washroom hygiene

The "Washroom hygiene" category includes all product solutions that are part of washroom equipment, from hand drying/hand cleaning systems and toilet paper systems to fragrance and disinfectant dispensers.

5. Digital tools and systems

The "Digital tools and systems" category includes digital product solutions such as management systems and software applications.

6. Cleaning products

The "Cleaning products" category includes treatment agents and products for the cleaning and care of surfaces, rooms and textiles, for disinfection or air improvement.

The same product may not be entered in more than one category. The jury reserves the right to assign a product to a different category.

Multiple participation

Each participant can take part in different prize categories and submit a maximum of three entries in each category

Deadlines

The deadline for entries is **13 June 2025**, with the date of receipt by the organizer being decisive.

The **1st judging will take place in July 2025**, the **2nd judging on September 22, 2025** and the **award ceremony on September 23, 2025**.

Competition documents

The competition documents will be available online on the CMS Berlin website at www.cms-berlin.de/PIA from the date of announcement.

Contact for queries: CMS Berlin,
Tel. +49(0) 30 3038-2185, cms-pia@messe-berlin.de

If you have any queries regarding the call for entries or the competition, please contact the CMS Berlin project team at Messe Berlin only. The members of the jury are obliged to maintain confidentiality during the competition.

Jury

An independent jury of experts will decide on the nomination and awarding of prizes. Their decision is final. Legal recourse is excluded. The jury may consult experts without voting rights for professional advice.

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Evaluation criteria

Entries in each award category are evaluated on the basis of a criteria matrix developed specifically for the Purus Innovation Award. This is made up of criteria from the cleaning industry, the inclusion of the mechanisms of action from the extended "Sinner's Circle", and evaluation criteria for process and innovation quality. The criteria may vary slightly depending on the category:

1. Functionality, practicality and ergonomics

How functional is the submitted solution? Is the product designed to be user-friendly and safe to work with? How much training is required? Is the operation self-explanatory, effective, efficient and satisfactory, regardless of the user's physical condition, cultural background or qualifications?

2. Degree of innovation, design and exemplary character

Does the product differ from previous established offerings? Does the product solution set new standards in a product class or in individual areas?

3. Sustainability, environmental compatibility, energy balance and raw materials

Can the environmental compatibility be proven by recognised certificates? Can factors such as sustainable raw materials and materials, energy balance and raw material recovery be positively assessed? How are the impacts on energy and environmental resources to be assessed? Are social sustainability criteria fulfilled along the entire supply chain?

4. Economic efficiency, life cycle costs

How is the performance-cost ratio to be classified in the market? How effective is the product solution according to its life cycle costs, taking into account both investment costs and running costs? How is the service life designed, is the choice of materials in proportion to the function and quality of use?

5. Time (practical performance value)

How effective is the submitted product solution? Does the use of the product, or the solution approach, have a positive effect on efficiency in the work process? The main consideration here is the actual feasible performance value.

6. Market relevance

What problem does the product solve for the industry and how is its market relevance to be assessed? Is it a niche solution or a product that can be used frequently or even across the board?

First assessment level: Nomination

In the first evaluation round, the jury preselects the best entries. Clear evaluation criteria have been developed for the Purus Innovation Award in order to ensure a professionally based assessment. The experience and expertise of the specialist jury ensure a fair assessment with the highest degree of objectivity. **The timely and complete submission of all requested forms and data is a prerequisite for participation.**

A maximum of three entries may be nominated in each award category. If fewer than two entries are nominated in a prize category, no award can be presented in this prize category.

The nominees will be informed of the jury's decision and invited to present their original product to the jury on September 22, 2025. All finalists are therefore requested to send freely usable product photos, the company logo, a web link to the product on the company website or a landing page in the specified formats by the deadline for further preparation of the next evaluation round and for media support. If a participant does not comply with this request by the deadline, they may be excluded from the judging process and the awarding of prizes. The jury may subsequently withdraw a nomination if it becomes apparent that the nomination was made under inappropriate conditions.

Second evaluation stage: Judging and awarding of the Purus Innovation Award

In the second evaluation round, entrants whose competition entries were nominated in the first evaluation stage can present their nominated product solutions to the jury in person on September 22, 2025 and answer questions from the jury members.

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The jury then reviews the award it made in the first evaluation stage for each evaluation criterion. During the review, each jury member can revise their assessment and thereby change their final ratings.

The decision to award the Purus Innovation Award in the respective prize categories is made by the competition jury on the basis of the individual final scores of all jury members. In the event of a tie, the award will be decided in a vote. A simple majority will count.

A maximum of one award can be presented in each prize category. If fewer than two entries are nominated in a prize category, no award can be presented in this prize category. The award decision is made by the independent jury members on the basis of their professional expertise and in accordance with the assessment criteria published in advance.

The winners will be announced at the exclusive CMS Berlin Exhibitor Evening on September 23, 2025 and honored in front of invited guests and media representatives. All finalists will also be stops on the PIA Innovation Tours 2025.

Trade visitors can experience the innovations first-hand and gain insights into the new products during the guided tours of the trade fair specially organized for the nominated entries.

Submission to the competition

Submissions to the competition must consist of the following parts:

1. Completed registration form with details of the participant, acceptance of the conditions of participation and competition, details of the competition entry submitted, form page "My Innovation" and 3-4 digital product images. Optionally, internet links with further product information or a product film can be provided.
2. Submission form with mandatory details of the evaluation criteria in the prize category for which the competition entry is being submitted.

Other documents or further information media are not permitted.

Original products may only be presented after a successful nomination and after explicit request for the second evaluation stage.

Application form

A separate registration and submission form and an overview page are required for each competition entry. The forms are part of the competition announcement and can be downloaded at www.cms-berlin.de/PIA.

Submission address

Please send the complete competition documents to cms-pia@messe-berlin.de.

Entry fee

A registration fee of EUR 220 per participant and per submitted competition entry will be charged for participation in the competition, plus 19% VAT.

Publication

The nominated and award-winning product solutions will be published and widely communicated as part of the press work for CMS Berlin. To this end, the participants agree that the nominated and award-winning products will be published in trade media and social media channels of CMS Berlin or in a documentation. The organizer assures that publications of any kind will only be made under the conditions stated here and with reference to the manufacturer/distributor/originator specified by the entrant.

Responsibility

Participation in the competition is at the risk of the entrant.

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