PRODUCT DETAILS
AWARD CATEGORY ROBOTICS/AI – PURUS INNOVATION AWARD 2025

PURUS INNOVATION AWARD CMS BERLIN 2025

Clear evaluation criteria have been developed for the Purus Innovation Award in order to ensure a technically sound assessment. Industry-standard key figures enable the competition jury to make a transparent comparison. Nominations are made after the products have been checked for compliance with the evaluation criteria. The expertise and experience of the specialist jury ensure maximum objectivity, which guarantees the high quality standard of the competition and the significance of the Purus Innovation Award.

Company (Participant)

Product designation

General description of the product (text area, max. number of characters incl. spaces 1,200)

Product website (optional, web URL)

Product film online (optional, web URL)

(Password for viewing protected films, if applicable)

The company confirms that the submitted product is a marketable and ready-for-use product, which will be presented at CMS Berlin:

☐ Exhibited at CMS Berlin, available for order and delivery within max. 1 month
☐ Exhibited at CMS Berlin, available for order and delivery within approx. 3 months
☐ Exhibited at CMS Berlin, delivery date not specified, concept phase

Details about the evaluation criteria:

Functionality / practical applicability

Please describe how the operator uses the device and how the menu navigation works. Check whether this can be supplemented with a workflow display.
(Text field, max. number of characters incl. spaces 600)

With what effort, what tools and what prior knowledge (specialist training, language skills, etc.) can the device be set up (mapping)? It should be checked whether this can be supplemented with a workflow display.

☐ The product initially requires a high level of training and can only be set up with prior knowledge and tools
☐ The product requires initial training, but can be set up with little prior knowledge and simple tools
☐ The product is intuitive and can be set up without much prior knowledge or tools
☐ The product sets itself up, manual setup is not necessary

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What safety precautions does the device have? What is the reaction time of the device with regard to unforeseen obstacles (animals, small children, forklift trucks, etc.)? Please also describe the areas that the device cannot detect (area to the floor, edge areas, corners, height, etc.).
(Text field, max. number of characters incl. spaces 800)

Describe how the cleaning surface must/should be designed in order to achieve optimum results.
(Text field, max. number of characters incl. spaces 800)

Degree of innovation, design and exemplary character

Optimum functionality, safety and flawless operation are among the minimum requirements for a product. In addition, innovative solutions can achieve a role model character through outstanding emotional and aesthetic qualities and thus significantly increase their market success.

Please describe how the product differs from previous established products on the market and what you think the innovation is. Describe the novelty in detail if this is not explained in more detail in the following evaluation criteria.

☐ Minor change to known products
☐ Combination of familiar products with innovative elements
☐ Particularly innovative product

(Text field, max. number of characters incl. spaces 800)

Sustainability, environmental compatibility, energy balance and raw materials

Today, everyone should make the greatest possible contribution to environmental protection in order to keep our living environment liveable. **Please describe the ecological quality of the product in terms of**:

- Use of ecologically particularly sustainable materials or degradable substances, disposal or recyclability
- Product technology: impact on energy and environmental resources (e.g. through low-chemical/free cleaning, minimization of water/electricity consumption)

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Criteria			
Environmentally friendly material/ Conservation of resources	Product consists entirely or partially of recycled material	Material used is recyclable or ensures improved disposability	Material used saves water, chemicals and/or electricity
Social sustainability	Social sustainability criteria are a prerequisite when working with suppliers, but are not checked separately	Social sustainability criteria are demonstrably adhered to in cooperation with direct suppliers	Social sustainability criteria are demonstrably adhered to along the entire supply chain (compliance with LkSG)
Environmentally friendly packaging	Packaging with reduced material usage and complete, material flow-optimized recyclability	Packaging with reduced material usage and complete, material flow-optimized recyclability, which consists of at least 80% recycled or biodegradable material	Packaging with reduced material usage and complete, material flow-optimized recyclability, which consists of 100% recycled or biodegradable material
Environmentally friendly production	Production facility quality and environmentally certified according to e.g. DIN 9001 and/ or DIN 14001	Production facility quality-, environment- and energy-certified according to e.g. DIN 9001, DIN 14001 and DIN 50001	Production facility quality, environmental and energy certified according to e.g. DIN 9001, DIN 14001 and DIN 50001 with additional higher standard, e.g. EMAS, proven use of green electricity

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Economic efficiency, life cycle costs
(Data for a minimum period of 3 years)

It is not only the one-off investment costs that play a major role in procurement, but also the consideration of running costs. A seemingly cheap product can quickly turn out to be a cost trap. A detailed consideration of the life cycle costs identifies an efficient and economical (product) solution.

Please document the following parameters:
- Investment costs (planning, acquisition, installation)
- Concept in the utilization phase
  - Energy costs (electricity, water), consumables
  - Maintenance (cleaning, maintenance, ease of repair, dismantling into individual components)
  - Personnel resources
  - Ancillary cost efficiency (low training requirements, e.g. through self-declaration of products or labeling)
- End-of-life concept
  - Dismantling
  - Recycling/disposal

(Text field, max. number of characters incl. spaces 2200)

Time
(Practical performance value)

Performance figures are a key issue in the cleaning industry. The question of what square meter performance per hour is realistically feasible is one of the biggest challenges when submitting and evaluating serious offers. The differences between “market-driven performance value” vs. “feasible performance value” are sometimes enormous.

In addition to personnel costs, performance figures are the second major factor in pricing. Innovative products that generate time savings in the cleaning process and therefore have a positive impact on the performance value can be important levers in the price calculation. Show how the use of your product has a positive effect on the performance value of the work process.

Please fill in the calculation scheme for the performance value (attachment Robotics/AI).

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Market relevance

What problem does the product solve for the industry?

☐ Solution to a niche problem, e.g. in special cleaning
☐ Solution to a common problem, e.g. in special cleaning
☐ Solution to an area-wide problem, e.g. in maintenance cleaning

(Text field, max. number of characters incl. spaces 800)