PRODUCT DETAILS
AWARD CATEGORY WASHROOM HYGIENE – PURUS INNOVATION AWARD 2025

PURUS INNOVATION AWARD CMS BERLIN 2025

Clear evaluation criteria have been developed for the Purus Innovation Award to ensure a professionally based assessment. Industry-standard key figures enable the competition jury to make transparent comparisons. Nominations are made after the products have been checked for compliance with the evaluation criteria. The expertise and experience of the specialist jury ensure the highest degree of 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 (usability), practicality and ergonomics (among others DIN EN ISO 26800, DIN EN ISO 6385)

Please describe what features or innovations the product offers to support users in their usage situations:
How is handling facilitated by product functionalities or physical elements? (e.g., handles, levers, operating elements).

(text area, max. number of characters incl. spaces 600)

How has the product ergonomics been optimized to enable efficient, error-free and comfortable use?
(e.g. shape and arrangement of handles, holders, operating elements adapted to the body).

(text area, max. number of characters incl. spaces 800)

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With which training effort, which tools and which previous knowledge (technical training, language skills, etc.) can the product be used?

☐ The product initially requires a high level of training and can only be operated with prior knowledge and tools
☐ The product requires initial training, but can be operated with little prior knowledge and simple tools
☐ The product is intuitive and can be operated without much prior knowledge, as well as without tools

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

Degree of innovation, design and exemplary character

Optimum functionality, ergonomics and error-free 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 offers on the market and what the innovation is in your opinion. Show the novelty in detail, insofar as these are not explained in more detail in the following evaluation criteria:

☐ Minor modification of known products
☐ Combination of known products with innovative elements
☐ Particularly innovative product

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

Sustainability, environmental compatibility, energy balance and raw materials

Nowadays, everyone should contribute as much as possible to environmental protection in order to keep our living area also worth living. Please describe the ecological quality of the product in terms of:

- Certifications
- Use of ecologically particularly sustainable materials or degradable substances, disposal or recycling capability
- Product technology: consumption values, hygienic aspects, impact on energy and environmental resources (e.g. use of electricity or batteries, minimization of water/chemical consumption)

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Criteria			
Environmentally friendly material/resource conservation	Product consists entirely or partly of recycled material	Material used is recyclable or ensures improved disposability	Material used ensures water, chemical and/or electricity savings
Environmental certificates, e.g. Blue Angel, Ecolabel, Nordic Swan	No type 1 environmental certificate (according to ISO 14024)	At least a type 1 environmental certificate	In addition to at least one type 1 environmental certificate, further comprehensive and independently provided environmental certificates
Social sustainability	Social sustainability criteria are assumed in cooperation with suppliers, but not checked separately	Social sustainability criteria are demonstrably met in cooperation with direct suppliers	Social sustainability criteria are demonstrably met along the entire supply chain (compliance with LkSG)
Environmentally friendly packaging	Packaging with reduced material use and complete, material flow-optimized recyclability	Packaging with reduced material input and complete, material flow-optimized recyclability, which consists of at least 80 % recycled or biodegradable material	Packaging with reduced material use and complete, material flow-optimized recyclability, which consists of 100 % recycled or biodegradable material
Environmentally friendly production	Production facility quality and environment 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 certified for quality, environment and energy 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 5 years)

Not only the one-off investment costs 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 life cycle costs identifies an efficient and economical (product) solution.

Please substantiate the following parameters:
- Investment costs (planning, acquisition, installation)
- Concept in the utilization phase
  - Material selection/quality
  - Energy costs (electricity, water), consumables
  - Maintenance (cleaning/maintenance/ease of repair/dismantlability into individual components)
  - Human Resources
  - Ancillary cost efficiency (low training requirements, e.g., through self-declaration of products or labeling)
- Concept after end of use
  - Dismantling
  - Recycling/disposal

(Text area, max. number of characters incl. spaces 2,200)

Time
(Practical power 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 greatest 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 thus positively influence the performance value, can be important adjusting screws in the price calculation. Show how the performance value is positively affected by the use of your product in the work process.

Please describe the effectiveness of your product in terms of cleaning time.
(Text field, max. number of characters incl. spaces 2,200)

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Market relevance

What problem does the product solve for the industry?

☐ Solution to a niche problem
☐ Solution to a common problem
☐ Solution to an area-wide problem

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