



PRODUCT OF THE YEAR *2025*

Elevator World's Product of the Year Award

EW's fifth annual **Product of the Year Award** recognizes the outstanding development achievements of manufacturers whose products are considered particularly noteworthy or innovative. The product(s) should represent any of the following qualities:

- A significant advancement in a technology or its application
- An exceptionally innovative design
- A substantial achievement in price/performance
- Improvements in design performance
- A potential for new product designs/opportunities.

Product Eligibility/Rules:

- Must be new (or significantly redesigned) to the market between March 2024 – July 1 2025.
- Should be relevant to the vertical transportation market.
- Submissions must be received by August 26, 2025.
- More than one qualifying product per person/company may be submitted.
- An accompanying one to two page data/information sheet is required for judges.
- A \$1249 entry fee is charged for each product accepted to the contest with discounts on additional entries.

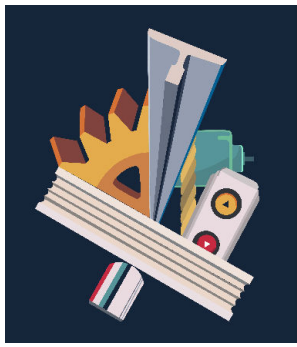
Products will be promoted through detailed listings in the October 2025 issue of ELEVATOR WORLD, posted online at elevatorworld.com and through email blasts to the industry. Voting will then take place in October and winners will be announced in November. The winner and two finalists will be determined by votes received from our readers and judged by an impartial panel of experienced industry experts/professionals. Winner/ finalists will receive a framed certificate and an awards decal to use in marketing and will be featured in the 2026

Elevator World Source Directory.

For full details and to
submit a product, contact:

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PRODUCT OF THE YEAR 2025

2025 Product of the Year Entry Form

Eligibility: Product must have been new, or significantly redesigned, and relative to the vertical transportation market during the period of March 2024 – July 1, 2025.

Note: Entry form must be submitted to qualify for judging.

Product Name: _____

Provider's (Manufacturer) Name: _____

Your Name: _____

Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Date of product introduction (commercialization) or re-introduction: _____

Type of product/product category/product use: _____

Did you submit the same product in 2023? Yes No

1. Market Environment

- Description of the product and it's importance to the VT marketplace (and end user); including its most significant advancement in technology/design (if applicable):

2. Where is the product sold and distributed?

3. Customer

- Who is the typical buyer of the product?

4. Industry Recognition

- Please list awards, honors, certifications and patents received

5. Benefit and value added to the marketplace

- How has it made the end user more efficient (increased yields, saved time, lowered costs, safety, etc.)?

- How has it improved end user's income and bottom line?

6. Strategic marketing/sales approach

- Innovative marketing/sales approaches to achieve goals and objectives.

- Accomplishments, changes and responses to competitive challenges and market reactions.

7. Summary: Why should this product or brand be given this honor?

- Provide rationale as to why product should be chosen for this award. Add in any other details or reasons not included in the above sections.

If you have questions, please email info@elevatorworld.com



Thank you!