

# trendy

stationer of the year



## 2012 Trendy Stationer of the Year

### Entry Requirements

Trendy Stationer of the Year may be entered in one of two categories — Trendy Stationer of the Year and Trendy Online Stationer of the Year. Nominees must demonstrate strong commitment to the stationery industry and meet the highest standards of the industry. One winner will be selected in each category by a panel of highly-esteemed stationery professionals. Two runners up will be named in each category.

The awards are free to enter and open to all stationery retailers.

### Award Categories

- Trendy Stationer of the Year
- Trendy Online Stationer of the Year

### Entry Should Include:

- A completed entry form
- A typed statement of key points on nominee/ retail outlet displaying excellence in all areas across the stationery retail spectrum including: range of items, product knowledge, customer service, shop environment, store appearance, marketing and merchandising/display. Statements should not exceed 500 words.
- For the online category, please also include information on customer service, ease of use and any other criteria that stands out from other online stationery retailers.
- Optional documentation to support nomination including, but not limited to, photographs, web page print outs, marketing literature, press clippings, letter of reference or promotional materials. Maximum of six total supporting images and/or documents. Nominations will be judged solely on the content submitted.

### Judging Criteria/Scoring

A panel of judges, including editorial advisory board members and other highly qualified industry representatives, will review nominations and select a winner.

### Send entry to:

Stationery Trends  
Attn: 2012 Trendy Stationer of the Year  
P.O. Box 128  
Sparta, MI 49345  
Phone: 616-887-9008, ext. 121  
Fax: 616-887-2666  
Email: [trendyawards@stationerytrends.com](mailto:trendyawards@stationerytrends.com)

**ENTRY DEADLINE: FEB. 3, 2012**



## 2012 Trendy Stationer of the Year Entry Form

### Trendy Stationer of the Year Application Form

Deadline: Feb. 3, 2012

- I am nominating myself
- I am nominating a colleague and they are aware of my nomination
- I am nominating a colleague and they are NOT aware of my nomination

### Category

- Trendy Stationer of the Year
- Trendy Online Stationer of the Year

### Nominee Contact Information

Company/Organization Name \_\_\_\_\_

Nominee Name \_\_\_\_\_

Company Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### Nominator Contact Information (if not self-nominating)

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Nominee Retailer Information

How long has the retail establishment been in business? \_\_\_\_\_ years

What percentage of the store merchandise is stationery products? \_\_\_\_\_ %

What are the five top-selling stationery lines or categories? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**DEADLINE: FEB. 3, 2012**