

PRODUCT DETAILS

AWARD CATEGORY CLEANING PRODUCTS –

PURUS INNOVATION AWARD 2025



Clear evaluation criteria were developed for the Purus Innovation Award to ensure a professionally based evaluation. Industry-standard key figures enable the competition jury to make transparent comparisons. Nominations are made according to a specific points system. Each jury member can award up to 10 points per evaluation criterion in the cleaning products category. An application is possible for a single product as well as for a product system with similar properties. In the following, the term product is always used, which is, however, used synonymously for a possible product system.

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 (-0 points)
- Exhibited at CMS Berlin, available for order and delivery within approx. 3 months (-30 points)
- Exhibited at CMS Berlin, delivery date not specified, concept phase (-100 points)

Details about the evaluation criteria:

Functionality (usability), practicality and ergonomics
(among others: DIN EN ISO 26800:2011, DIN EN ISO 6385:2016)

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 aids
- 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 or tools

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

Total: Max. 10 points

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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)

Total: 10 points max.

Sustainability, environmental compatibility, energy balance and raw materials

Today, everyone should make as large a contribution as possible to environmental protection in order to keep our living environment worth living in.

Sustainability: The pillar of economic efficiency is considered in more detail in the following evaluation criterion, so please focus on the environmental and social aspects of sustainability at this point. Please describe the aspects relevant for the point system:

Criteria			
Environmentally friendly recipe	All ingredients biodegradable, no microplastics, no environmentally hazardous ingredients	...additional use of raw materials from renewable sources (e.g. bioalcohol) >40 %	...additional use of raw materials from renewable sources (e.g. bioalcohol) >80 %
Environmental certificates	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

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Criteria			
Social sustainability	Social sustainability criteria are assumed in the cooperation with suppliers, but not checked separately	Social sustainability criteria are demonstrably met in cooperation with direct suppliers	Social sustainability criteria are demonstrably complied with along the entire supply chain (fulfilment of LkSG)
Environmentally friendly packaging	Packaging with reduced material use and complete, material flow-optimised recyclability	Packaging with reduced material use and complete, material flow-optimised recyclability, which consists of at least 80 % recycled or biodegradable material	Packaging with reduced material use and complete, material flow-optimised 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 quality, environment 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

Total: Max. 10 points

Economic efficiency

Please explain the economic aspects of the system:

- The product offers higher performance or lower consumption at comparable cost in relation to market products
- The product offers higher performance or lower consumption at lower cost relative to market products
- The product offers higher performance or lower consumption at a lower cost relative to market products and additional savings in process costs

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

Total: 10 points max.

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

Total: 10 points max.

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