



# interzum guangzhou **Award 2025**

interzum guangzhou Exclusive | Outstanding Furniture Accessories

[www.interzum-guangzhou.com](http://www.interzum-guangzhou.com)

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# 01 About Us

Overview | Categories | Organizer





# interzum guangzhou Award

*Asia's Launchpad for New Products*

With its German origins from the influential interzum Award for the global furniture manufacturing industry, "interzum guangzhou Award" aims to be the Asian equivalent and an authoritative annual selection of the latest technologies and most innovative furniture accessory products for the region.

After years of development, a major highlight of CIFM / interzum guangzhou - the interzum guangzhou Award - has become an authoritative reference for the Asian furniture manufacturing industry, and a witness to the continuous improvement of the global furniture manufacturing industry.



# interzum guangzhou Award

*Excellent Moments of the previous edition*



# Award Categories

01

## **interzum guangzhou Exclusive**

Recognizing the top-tier products at interzum guangzhou 2025.

02

## **Outstanding Furniture Accessories**

Spotlight the exceptional new products brimming with potential for further growth and development.





## ***Award Organizer – interzum guangzhou***

As Asia's leading event in the woodworking machinery, furniture production and interior design industry, interzum guangzhou was first introduced into the China market in 2004. The event originated from interzum (since 1959) by Koelnmesse GmbH, one of the largest trade fair companies in the world with over 100 years of professional experience.

Every year, CIFI / interzum guangzhou is held in conjunction with the China International Furniture Fair (CIFI) Phase II. In 2024, CIFI / interzum guangzhou boasted a scale of **180,000 sqm** with **1,586** exhibiting companies and **215,166** buyers. The next edition of CIFI / interzum guangzhou is slated to take place from **March 28 – 31, 2025**.



# 02 Guidelines & Criteria

Eligibility | Product Segment | Judging Criteria | Process



# Guidelines and Eligibility

- **Eligible Applicants:** Nomination is only open to Exhibitors of interzum quangzhou 2025
- **Price:** Nomination is free of charge
- **Application:** <https://www.interzum-quangzhou.com/annual-list/>
  - a) A panel of international industry consultants will evaluate the nominations based on the write-ups and supporting documents submitted.
  - b) Each company may submit up to four (4) entries only.
  - c) Each nomination form is valid for one entry only. If the applicant is nominating more than one product, the forms should be filled out separately.

# Product Segment

In order to appraise the diversity in this field in a professional manner, the interzum guangzhou Award focuses on the following five segments:



**Hardware  
and  
Components**

**Materials  
and  
Components  
for Interior  
Works**

**Wood  
Products,  
Panels and  
Laminates**

**Materials and  
Accessories  
for  
Upholstery  
and Bedding**

**Adhesives,  
Paints and  
Other  
Chemical  
Materials**



# Judging Criteria

- **Innovativeness / Creativity:**

- ✓ *What's the outstanding performance of the product?*
- ✓ *What new technology and materials have been applied to it?*
- ✓ *How original and unique is the product?*

- **Sustainability:**

- ✓ *How does the product promote environmental sustainability?*
- ✓ *Does the product use eco-friendly materials or manufacturing processes?*
- ✓ *Can the product be easily recycled or repurposed at the end of its lifecycle?*

- **Safety:**

- ✓ *How does the product ensure user safety during usage or operation?*
- ✓ *Has the product undergone safety testing and certification?*

# Selection Process

**July, 2024**

Open for  
Submissions

**November, 2024**

Early Submission  
Deadline

\* Companies submitting their applications before the early deadline have the opportunity to receive feedback and advice on how to improve their submissions.

**December, 2024**

Final Submission  
Deadline



**Jan – Feb, 2025**

Selection by  
Jury & Consultant

**February, 2025**

Announcement of  
Award Winners

\* Additional materials may be required from the winners for promotion purposes.

**March 28–31, 2025**

Award Ceremony  
Award Showcase

\* Winning products will be displayed for 4 days during CIFM / interzum guangzhou.





# 03 Jury & Consultant

MEET THE JUDGES

# Jury & Consultant of 2024

*“The design is not loud but playing a modest part. Many designs are invisible or only partly present. This however does not make them less interesting and meaningful.”*

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## Dick Spierenburg

- Interior Designer
- Founder of Spierenburg Studio
- Creative Director of imm cologne





# Jury & Consultant of 2024



*“In the future, the focus of product development for furniture accessories in the interior industry will be on establishing the circular economy in all phases of the value chain.”*

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## Sascha Peters

- Material Expert
- Founder of HAUTE INNOVATION
- Red Dot Ambassador

# Jury & Consultant of 2024

*“A noticeable transformation is occurring across all sectors, spanning production methods, material selection, product design, and certification processes.”*

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## Kristina Meyer

- Product designer
- Designer and co-owner of byform produktdesign
- Jury member of interzum Award





# 04 Winner Privileges

Recognition & Free Publicity

# Winners Privileges



## Logo Usage Rights

Winning companies will get the right to use the interzum guangzhou Award logo and relevant award materials.



## Award Recognition

Winning companies will receive an exclusive interzum guangzhou Award during the Award Ceremony at CIFM / interzum guangzhou in March 2025.



## Special Showcase

Winning products will be displayed for 4 days during CIFM / interzum guangzhou with exposure to nearly 210,000 buyers.



## Free Publicity

Winning products and companies will benefit from additional publicity in feature reports by the Organizer and partner media.



# Gain Valuable Exposure

The winning products will be prominently featured across various platforms, including social media and media outlets, reaching over **200,000** followers and potential buyers.





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