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Regulations on the International Private Label Awards in the Field of Private Labels within IPLS 2019

1. GENERAL PROVISIONS

1.1. The international award, Private Label Awards (by IPLS), hereinafter referred to as the Awards, is presented to retail chains and manufacturers of goods for their successful contribution to the development and establishment of a positive reputation of their private labels and contract manufacturing services in Russia and other CIS countries.

1.2. The Awards were established by Reed Exhibitions (RELX LLC) and is held within the framework of IPLS.

1.3. The goals of the Awards are:

- to reveal and promote retail chains and manufacturers most effectively developing the field of private labels and contract production in the territory of Russia and other CIS countries;
- to form a positive image of private labels and their reputation among consumers.

1.4. The main documents of the Awards are:

- These Regulations on the Awards;
- An applicant's questionnaire for retailers;
- An applicant's questionnaire for manufacturers.

2. THE WORKING BODIES OF THE AWARDS

The principal working bodies of the Awards are the Organizing Committee and the Expert Board (Jury).

2.1. The Organizing Committee of the Awards includes representatives of Reed Exhibitions (RELX LLC).

The main goals of the Organizing Committee of the Awards are:

- development and approval of the Awards documents: regulations, applications, questionnaires, and other methodological documents;
- formation of an Expert Board (Jury) of the Awards and organization of its work;
- establishment of a timetable for receiving and examining applications;
- primary handling of competitive materials, preparation of a voting mechanism for the jury of the Awards;
- organization of events to collect information from the members of the Awards jury;
- processing of the Awards results;
- organization of the awarding ceremony for the winners;
- media coverage of the preparation and holding of the event.

2.2. **The Expert Board (Jury)** of the Awards consists of the appointed representatives of government agencies of the Russian Federation, news agencies, industry associations and unions, professional expert community, and media in the specialized branches of trade and industry.

The Experts (Jury) take part in voting on those categories, in the assessing of which they have competences. The Experts who are competent in assessing participants in all categories form the Principal Expert Council of the Awards. The Experts who have competencies to assess applicants for criteria specific to one category, vote only in this category.

Representatives of private label retail chains take part in voting for manufacturers.

The members of the Expert Board (Jury of the Awards) shall be approved by the Organizing Committee and published on the website: www.ipls-russia.ru/plawards no later than 2 weeks before the awarding ceremony.

The main goals of the Expert Board (Jury of the Awards) are:

- to study questionnaires, as well as additional information and materials from applicants;
- to assure fair and unbiased assessment of applications in accordance with the categories distribution provided for in these Regulations;
- to obtain additional information from applicants if necessary;
- to vote according to the approved criteria;
- to determine the finalists of the Awards;
- to award prizes at the awarding ceremony.

3. CATEGORIES FOR RETAIL CHAINS, CRITERIA AND PROCEDURE FOR DETERMINATION OF WINNERS

3.1. The awards are given to retail chains in the main and additional categories.

Categories:

Major categories for retail chains:

1. Responsible Approach to Private Label
2. Best Package Design of Private Label
3. Breakthrough of the Year
4. Best Private Label for Food Products

5. Best Private Label for Non-Food Products
6. BEST PRIVATE LABEL IN ITS SEGMENT:
 - Best Private Label in "Cosmetics And Perfumery"
 - Best Private Label in "Fashion"
 - Best Private Label in "Drogerie"
 - Best Private Label in "Pharmacy"
 - Best Private Label in "Online"
 - Best Private Label in "Children Products"
 - Best Private Label in "Home and Repair Products"
7. Best Private Label in the price segment (economy, medium, premium)
8. Development of Private Label in a regional chain
9. Best Department of Private Label
10. The Buyer's Choice

Major categories for manufacturers:

11. Best Manufacturer of Private Label for Food Products
12. Best Manufacturer of Private Label for Non-Food Products
13. Effective Development of Contract Production
14. Dynamic Development of Contract Production and Private Label
15. Partner of the Year - Long-Term and Effective Cooperation
16. Best Foreign Manufacturer of Private Label

Additional categories may be established by decision of the Organizing Committee.

3.2. The Awards for retail chains can be applied for by: retail chains from Russia and other CIS countries, with a range of products under their private label (PL) which are produced on contract terms by Russian or foreign manufacturers to the order of the chain.

- Any general and specialized chains can take part in categories **1-3**, **6-7** and **9-10**.
- Only general chains selling a universal range (all groups) of food or non-food products can participate in categories **4-5**.
- Universal and specialized regional chains can participate in category **8**.
- PL manufacturers (for food or non-food products) can participate in categories **11-15**.

The company can nominate one or more retail chains with its own private label strategy.

3.3. All lines nominated for the award shall be presented in the Private Label Gallery as part of IPLS.

Representatives of retail chains shall provide: a certificate of trademark registration or an application for trademark registration for the claimed trademarks, a test report and a declaration of conformity for each PL line product as requested by the organizers.

To participate a retail chain shall complete an application at www.ipls-russia.ru/plawards before December 7, 2018. After which, the retailer will be sent a questionnaire of the Awards applicant, which shall be completed before February 8, 2019.

QUESTIONNAIRE COMPLETION RULES:

- The following information shall be given by the Awards applicants in the questionnaire: company profile, Awards categories, quality control system, PL work management, private labels.
- Each retail chain can apply for the Awards in **7** major categories; there are no restrictions for participation in additional categories.
- Each retail chain can nominate **up to 7 private labels in major and additional categories, but no more than 1 private label in 1 category, except for category 3** in which the whole PL is applied for, the entire private label branch development is presented.
- A high-quality image of each nominated line/private label product shall be provided.
- Additional information on the company's activities (photos, presentations, reports, and videos) is welcome.
- For category **2**, an applicant shall additionally send a package sketch, a photo of the private label shelf layout, and advertising materials in electronic form, and also provide for the goods to be exposed on the shelf of the Private Label Gallery.
- For categories **1-10** an applicant shall provide test reports, a certificate/declaration of conformity, voluntary certification (if available), a package sketch, samples of goods selected by the jury for examination after review of the questionnaire (no more than 5 positions).
- The information provided shall be reliable and complete.

The chain with **the highest score** becomes the winner. Companies **following the winner by the score become awardees**.

3.4. Applicants among retail chains are assessed according to the established criteria.

Criteria for the category of Responsible Approach to Private Label

- Private label quality
- Quality of private label package
- Safety, ecological properties
- Proved value of Private Label for the consumer, the social function
- Quality management system: in-house quality surveys, joint work with suppliers to improve the quality of goods, claim management, feedback from buyers, etc.
- Indicators showing the buyer's confidence in the PL chain: increase in the share of PL goods in the receipt, etc.

Criteria for the category of Best Package Design for Private Label:

- Private label package: quality, functionality, convenience, concept, reflection of brand values clear to the consumer, no similar packages in other brands, attractive and recognizable image.
- The growth of private label sales share in the chain (by sales and revenue)
- The growth of private label sales share in the product line (by sales and revenue)
- The growth of private label share in the buyer's receipt

Criteria for the category of Breakthrough of the Year (the entire PL of the chain is represented):

- Number of brands/lines of private label in the chain

- Number of categories with PL
- A multifaceted strategic approach of the chain to PL development
- Private label quality
- Total share of private label sales in the chain
- Growth dynamics of private label sales in the chain
- The growth of private label share in the buyer's receipt
- Powerful PL brands in the range
- Merchandising, private label promotion activities
- Private label package
- Innovative nature: no similar products in other chains, no similar packages in other brands.
- Quality Management System for a private label in the chain: claim management, feedback from customers, availability of in-house laboratories, joint work with suppliers to improve the quality of products.
- Grounds for the breakthrough in PL development (indicators, figures, facts).

Criteria for the categories of Best Private Label for Food Products, Best Private Label for Non-Food Products

- Private label quality
- Private label package: quality, functionality, convenience, concept, reflection of brand values clear to the consumer, no similar packages in other brands, attractive and recognizable image.
- Growth of PL sales share (by sales and revenue)
- Merchandising, private label promotion activities
- Innovations and new approaches to PL development
- Proved value of Private Label for the consumer, the social function
- Indicators showing the buyer's confidence in the PL chain: increase in the share of PL goods in the receipt, etc.

Criteria for the category of Best PL in its Segment (Cosmetics and Perfumery, Fashion, Drogerie, Pharmacy, Online, Children Products, Home and Repair Products)

- Growth of PL share in the segment
- Growth of PL sales share in the chain (by sales and revenue)
- A multifaceted strategic approach of the chain to PL development in the segment
- Quality of PL products, meeting the needs of customers
- Merchandising, private label promotion activities
- Indicators showing the buyer's confidence in the PL chain: increase in the share of PL goods in the receipt, etc.
- Quality Management System for a private label in the chain: claim management, feedback from customers, availability of in-house laboratories, joint work with suppliers to improve the quality of products.
- Innovations and new approaches to PL development

Criteria for the category of: Best private label of economy, premium, and medium segments:

- PL image, the idea of creation, reflection of brand values
- Quality of PL products, meeting the needs of customers
- A multifaceted strategic approach of the chain to PL development in the segment
- Growth of PL share in the segment
- Number of categories including PL in the segment
- Private label penetration depth (PL share in the line) in the segment
- Powerful PL brands in the range
- Merchandising, private label promotion activities

The winner in "The Buyer's Choice" category is selected by online voting on the official website of the exhibition.

Additional criteria can be established by the decision of the Expert Board (Jury).

3.5. The results of the Awards for retail chains:

The following prize-takers shall be determined in major category:

- **1 winner**, a company with the highest score in one of the major categories, which is awarded with the 1st prize of the Private Label Awards 2018 and a certificate of participation.
- **Up to 2 awardees**, companies following the winner by the score, which are awarded with the 2nd prize of the Private Label Awards 2018 and certificates of participation.

4. CATEGORIES FOR MANUFACTURERS, CRITERIA AND PROCEDURE FOR DETERMINATION OF WINNERS

4.1. The Awards for manufacturers can be applied for by: Russian and foreign manufacturers of food and non-food PL products with proper certificates necessary to sell products in the territory of the Russian Federation and with free production facilities for PL which applied for participation in IPLS.

4.2. The awards are given to manufacturers in the following major categories:

1. Best Manufacturer of Private Label for Food Products
2. Best Manufacturer of Private Label for Non-Food Products
3. Effective development of contract production
4. Dynamic Development of Contract Production and Private Label
5. Partner of the Year - Long-Term and Effective Cooperation
6. Best Foreign Manufacturer of Private Label

Additional categories can be established by the decision of the Organizing Committee.

4.3. Applicants among the manufacturers are assessed according to the established criteria:

- a) Possibilities to produce high-quality and affordable, interesting and functional PL products, and their package
- b) Use of innovations and advanced technologies in production; certification and quality management system
- c) Efficiency of work, stability, convenience of delivery, and other conditions of cooperation, targeting both the retail client and the buyer.

4.4. The results of the Awards for manufacturers:

1 winner and up to 2 awardees are chosen in all categories for manufactures.

The applicant with the highest score in the category becomes **the winner of the Awards** and is awarded the 1st prize of the Private Label Awards 2019 and a certificate of participation.

2 applicants following the winner by the score become **the Awardees** and are awarded the 2nd prize of the Private Label Awards 2019 and certificates of participation.

Additional prizes are awarded by the decision of the Organizing Committee of the Show and the Award Expert Board.

5. PROCEDURE FOR RECEIVING AND CONSIDERING APPLICATIONS FOR THE AWARDS

5.1. **Application questionnaires shall be filled in** after the registration fee is made.

5.2. The Organizing Committee receives questionnaires of applicants, assesses the reliability and completeness of the information provided, and passes the data to the Expert Board (Jury) of the Awards for closed voting. Data obtained by applicants are not subject to transfer to any third parties.

5.3. The Expert Board (Jury) examines the data of the applicants' questionnaires, gives their assessment in the relevant categories according to the established criteria by secret voting, and selects the finalists of the Awards.

5.4. The panel decision of the Expert Board (Jury) shall be recorded in the Minutes together with the information (number of votes) on each applicant. The assessment of each individual member of the jury shall not be subject to disclosure.

6. ANNOUNCEMENT OF THE RESULTS AND THE AWARDS

6.1. The voting results shall be announced at the awarding ceremony; the members of the Expert Board (Jury) read the list of finalists by categories from the sealed envelopes, first the winner, then the awardees. The procedure of announcing the finalists in categories is regulated by the Organizing Committee of the Awards.

6.2. All finalists of the Awards (winners and awardees) are invited to the awarding ceremony to receive honorary prizes and certificates from the Expert Board (Jury):

- Winners are awarded with a statuette of the competition (the 1st Prize) and a certificate of participation conferring the right to use the Awards Quality Mark.

- Awardees are awarded a statuette of the competition (the 2nd Prize) and a certificate of participation conferring the right to use the Awards Quality Mark.

7. TERMS

7.1. These Regulations are valid for the Private Label Awards 2019.

7.2. The assessment shall be carried out basing on the results of the activity of companies applying for the Awards of 2018.

7.3. Information on opening of applications shall be published on the show website no later than 4 months before the awarding ceremony.

7.4. The list of the Awards applicants shall be made not later than 1 month before the awarding ceremony:

The list of applicants among retail chains shall be made before **07.12.2018**; questionnaires and materials shall be submitted to the Organizing Committee until **08.02.2019**.

The list of applicants among manufactures shall be made before **25.01.2019**; questionnaires and materials shall be submitted to the Organizing Committee until **08.02.2019**.

7.5. Examination of questionnaires by the Expert Board (Jury) and voting shall take place **from February 11 to February 25, 2019** (2 weeks).

7.6. Counting of votes and summing up the Awards results shall take place **from February 25 to March 1, 2019** (1 week).

7.7. The Awards results will be announced at the awarding ceremony on **March 20, 2019**.

IPLS Director

Ekaterina Demina

The Chairman of the Organizing Committee

Private Label Awards (by IPLS)