

2019 - Manufacturer's Website Category

The Gulf States Region CSI Specifications Competition Manufacturer's Website Category

Have you noticed there are numerous competitions to award design professionals for outstanding architectural designs? But when it comes to recognizing excellence in product literature, you'll find only one such competition - the prestigious Gulf States Region (GSR) CSI Specifications Competition.

CSI realizes the quality and professionalism of your product literature contributes to project success. Well-written product web sites are essential to effective specifications and promote clear communication among all parties involved in building design and construction. The effort, experience, and depth of knowledge required to prepare effective product literature and to coordinate the technical, administrative, and procedural requirements on site are skills to be acknowledged - and rewarded.

Show your peers how to do it - the right way. Demonstrate the level of excellence possible in presenting product literature online. Take advantage of this opportunity to demonstrate to your colleagues and your clients what a truly exceptional manufacturer's web site looks like.

The benefits of entering are numerous - and if you win there's even more!

- Learn ways to improve your product information - each entry receives a thorough written evaluation.
- Enhance your professional reputation with your competition, design professionals, contractors, and owners.
- Demonstrate your technical excellence in producing exceptional product information.
- Help your sales representatives build business with award-winning sales tools.
- Bolster your company's credentials and visibility in the construction industry. Note the award on the winning site.
- Add a meaningful accomplishment to your professional status.
- Be honored by your peers at an Awards Ceremony during GSR CSI's Annual Conference.
- See your winning entry on display in the CSI Showcase at GSR CSI's Annual Conference.
- Receive an Honorable Mention or Merit award certificate to display in your office.
- Receive an Honor Award - there is only one awarded!

Evaluation Procedure and Criteria

Entries are judged by the Specifications Competition Committee. Awards are determined based on point scores assigned to entries by evaluation teams under the direct supervision of the judges. A general evaluation is provided to each entrant upon completion of judging. Individual entry scores are not disclosed and the judges' decisions are final.

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Scoring System

The Specifications Competition Committee - judge entries in accordance with the guidelines in CSI's current Practice Guides. The criteria for evaluation and scoring are as follows:

Stage One - Preliminary Evaluation

The Specifications Competition Committee determines whether the entry merits further consideration for an award. Judges note significant deficiencies, such as:

- Omission of manufacturer's identification on website.
- Omission of guide specifications.
- Omission of product identification.
- Omission of navigation guide.
- Compliance with MasterFormat™, SectionFormat™, and PageFormat™.
- No contact identification, sufficient information to permit the user to contact the company representatives, i.e. names, addresses, phone numbers.

Judges also rank the site based on the following:

- Log-In Requirements - Is the user required to log-in to obtain important information?
- Section/Product Information ID - Include the name of the product, manufacturer's identification, and the MasterFormat Division or Section number.
- Information is easy to read, background colors and letter colors are compatible, font is large enough, frames are large enough to contain sufficient information.
- If pictures are included, they are of viewable size and quality.
- If CAD details are provided, they can be downloaded in a useable format.

Stage Two - Evaluations

Evaluation teams score entries based on the following:

Web Site Concept

Does the web site have the information necessary to:

- Evaluate the product(s)
- Evaluate the product(s) warranty
- Select the product options
- Incorporate the product into a design
- Draw and detail the product
- Write a product specification
- Order, install, and maintain the product?

Guide Specifications

Does the web site have complete guide specifications written in accordance with current SectionFormat™, PageFormat™ and MasterFormat™?

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Technical Content

Does the web site include the following items:

- Technical product information
- Testing information
- Sample warranties
- Related information
- Samples of use ?

Presentation Techniques

- Manufacturer's identification on opening pages
- Product Identification
- Page Loading Speed - Do the pages load in a reasonable amount of time?
- Navigation Aids - Is the user able to easily navigate through the web site?
- Ease of reading - fonts, color, appearance

Text

Is the method of preparation and writing adequate, including consistent editing and syntax, proper grammar and sentence structure, and correct spelling?

Rules of Entry

1. Entries shall be submitted noting the web site URL.
2. Entries shall be in the English language.
3. Entries must be current web sites, having been developed within the previous 24 months.
4. Entries shall not contain unauthorized copyrighted documents.
5. Membership in CSI is not a requirement of entry.
6. Each entry must be accompanied by a completed, signed copy of the official entry application, an entry description, and an entry fee for each entry. \$100 for CSI members or \$200 non-members. There is no limit to the number of separate entries submitted.
7. Deadlines for entries are as follows: The first Friday in April 2019. Entries must be postmarked by this date!
8. Late entries, unsigned entry applications, no entry fee, or copyright violations are grounds for automatic disqualification.
9. Auto-installed programs are grounds for automatic disqualification.

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Tips for Preparing a Winning Entry

A web site contains a manufacturer's product literature, technical data, guide specifications, test data, and related information. Because product representatives cannot always be present to advise the design professional, the web site should allow design professionals to research, select, specify and detail products easily. Qualifying web sites will:

1. Follow a logical format for selecting and specifying your product.
2. Allow for flexibility of contents, such as additions and deletions of information.
3. Include the name of the product, manufacturer, and the MasterFormat™ Division or Section Number.
4. Include a Navigation Guide.
5. Include company contacts, address, and phone numbers.
6. Contain Guide Specifications written in three-part format in accordance with CSI formats and principles.

Awards (Tip: To limit the deficiencies in your entry, follow the "Tips for Preparing a Winning Entry".)

Honor Award (grade of 95 percent minimum)

CSI's highest award recognizes outstanding achievement of the manufacturer's web site.

Honorable Mention (grade of 85 percent minimum)

Exceptional entry with limited deficiencies will earn this highly respected award.

Merit Award (grade of 75 percent minimum)

Entries that use new or unusual approaches or handle specific conditions in a particularly effective manner are eligible for this honor.

Only one entry may qualify for an Honor Award. There is no limit to the number of Honorable Mention and Merit Awards. However, awards may not be given in all categories.