

CRAFT, GIFT AND APPAREL SECTOR Product Review

The purpose of Product Review is to provide constructive feedback and to ensure that only high quality, market-ready products, or those with the potential to be, are supported by the department's programs.

The Product Review Committee, consisting of representatives from the Department of Innovation, Business and Rural Development, the Craft Council and the retail community will review your products and promotional materials. Products will be assessed on design, technical proficiency, quality, marketability and originality/authenticity, as well as to determine if they meet eligibility requirements.

Your submission for Product Review **must** include the following:

- ✓ Fully completed *Product Review – Producer Application*.
- ✓ Product samples - a good representation of your product line (**minimum of 5 items**). **In order to conduct a proper assessment the Committee needs to see the actual products first hand.** Photographs of products (in place of actual samples) will only be accepted in very limited circumstances and only with prior approval from the Craft Section.
- ✓ Price lists (wholesale and/or retail) and samples of all promotional materials currently used.

Products must be submitted **two weeks prior** to the Product Review meeting date and should be packed as they would be if you were shipping them to the customer.

**IMPORTANT - Product Review committee meetings for 2012 are scheduled for:
January 12, February 16, May 17, September 20, and October 25**

If you need assistance with preparing your submission, or have any questions about the required information please contact:

Allison Dancey – Sector Development Officer – Craft, Gift & Apparel
Phone: 709-729-7053, Fax: 709-729-5124
E-mail: allisondancey@gov.nl.ca

When the above submission package is complete, send to:

Allison Dancey
Department of Innovation, Business and Rural Development
2nd Floor, West Block, Confederation Building
P.O. Box 8700, St. John's, NL A1B 4J6

Note: The Product Review Application Form can be enclosed with your product samples, or it can be e-mailed or faxed to Allison.

Product Review
Producer Application

The information contained on this page of the application will be seen only by staff of the Department of Innovation, Business & Rural Development and Product Review Committee members.

Business Name:		
Mailing Address:		
Postal Code:	Phone:	Fax:
Website:		Email:
Contact Person:		
Length of time applicant producer has been a resident in Newfoundland and Labrador prior to application date:		
Total Number of Employees (including owner): _____ Number of employees who are residents of Newfoundland and Labrador (including owner): Full time _____ Part time _____ Contractual _____ Piece-workers _____		
What percentage of your product is made in Newfoundland and Labrador? _____		
What percentage of your product is made outside Newfoundland and Labrador? _____ Please explain where and why:		
Reason for submission to Product Review: <input type="checkbox"/> Want to apply to the Craft Industry Development Program <input type="checkbox"/> Want to participate in the Wholesale Marketing Program <input type="checkbox"/> Want to participate in the Crafts of Character Branding Program <input type="checkbox"/> Want some feedback on product before market introduction		
Number of years business has been in operation:		

Approximate annual sales: \$

I certify that, to the best of my knowledge, the above information is true and correct.

I acknowledge that the Department of Innovation, Business and Rural Development is not responsible for any loss of or damage to product samples submitted during shipping of the product to or from the department.

If applying to use the Crafts of Character Brand and I am approved, I consent to having my name and contact information posted on a producer profile page on the Crafts of Character website.

Normally, when you apply for Product Review, the department adds your information to its internal Craft Registry. The Craft Registry contains information on people active in the craft, gift or apparel sectors. Registering with the Craft Registry of Newfoundland and Labrador is completely voluntary.

The information you provide is maintained in a database and used by the Department of Innovation, Business and Rural Development to:

- Maintain a list of active participants in the Newfoundland and Labrador industry and the products they make and sell;
- Maintain current contact information for active participants used to distribute information on programs, services, news and events related to the industry;
- Maintain a list used to contact industry participants in the course of industry surveys sponsored or conducted by the department;
- Subject to applicable laws, the department will only share the contact information you provide with a third party when we believe it would be to your professional advantage.
- Student information will not be shared with any third parties and will be retained for the department's use only;
- The department does not sell, rent or lend this registry list to third parties. The department does not share information from this registry with any third party whose sole purpose is to use this information as part of their mailing list for their own products or services.

If you do not wish to have your information added to the Craft Registry, please tick here .

Please note that this means we will not automatically send you information about our programs and services that may be of benefit to your business.

Signature of Applicant: _____ Date of Application: _____

Product Review
Producer Application - Artist Profile Sheet

Tell us about yourself, your craft, and how you acquired your skills. You may attach a resume or artist's profile to your application.

1. How did you acquire your craft skills?

2. What is the primary medium in which you work (e.g. clay, fibre, food, etc.)?

3. What other media, if any, do you work in?

4. Do you consider your work traditional, folk, contemporary, other (specify)?

5. If your work is traditional or culturally influenced, please explain the tradition or influence and how you have knowledge of it - this would include work based on aboriginal themes. (If you use aboriginal themes in your work, please indicate if you are of aboriginal ancestry).

6. Describe in detail the method/process and the materials/components you use to make your work. Identify all components individually made by you and those, if any, you have purchased or found. Attach a separate sheet if necessary.

7. Describe any process, technique, collaboration, materials, etc. that makes your work unique, which may not be obvious to the committee.

8. Have you received any recognition or rewards for your work? Please list.

Product Review
Producer Application - Product Description Form

If you are applying to the **Crafts of Character Branding Program**, please pay particular attention to the Product Eligibility/Evaluation criteria (this document is available on the department website or in hard copy from our office) and address **all points** in your product description. Attach additional sheets as necessary.

1. Is your product, or any part of your product, made using commercial moulds, kits, or patterns?

Yes No

If yes, please describe the source.

2. Have you changed or adapted the patterns, etc. to create your own personal style?

Yes No

If yes, please explain how.

3. Describe each sample, including its title, size, colour, materials, function, price, etc. Ensure each sample is numbered to correspond with this list.

Note: You must include a minimum of 5 product samples in each product line being submitted for review.

Sample #1

wholesale price _____ retail price _____
(Note: wholesale price is usually ½ the retail price)

Sample # 2

wholesale price _____ retail price _____

Sample # 3

wholesale price _____ retail price _____

Sample # 4

wholesale price _____ retail price _____

Sample # 5

wholesale price _____ retail price _____

If you are submitting more than 1 product line please add additional pages for the additional samples.

4. What is your production capacity (in units) annually? _____

5. Approximate number of days per year you produce product: _____
6. Have these products been juried by the Craft Council of Newfoundland and Labrador Standards Committee?

Yes No

If yes, please attach a copy of the letter.

7. If you are applying to the Crafts of Character Branding Program, describe how your product(s) meet the program criteria (see separate Evaluation Criteria).

8. Are there any specific questions you would like the committee to address?

Product Review
Producer Application - Market Information

Market

Briefly describe the customers for your product(s) (i.e.: what needs/wants they have that your products will satisfy, gender, age groups, location, what income group they belong to, lifestyle factors, etc.):

Scope of Market: (percentage of sales in each)

Provincial _____ % National _____% International _____%

Pricing

List the items you include in determining what it costs you to make your product:

What percentage do you add to your costs to arrive at your product's wholesale and/or retail price?

Competition

What products in the marketplace compete with yours? Who makes them? How do the prices of these products compare to yours?

Packaging:

Retail packaging: Describe the retail packaging used for your product(s). Include information on package design and labeling. Is the package presented with your samples the final retail packaging design? If not, please explain:

Shipping packaging: Describe the packaging used for shipping your product(s).

If you require additional information on packaging, please specify:

Promotion:

Does your business use any of the following information/promotional materials?

Business Cards

Post card/s

Price list

Letterhead

Brochures

Web site

Hang tags

Catalogue

Other (specify)

Woven labels

Artist profile

Attach a sample of each material you noted above.

Describe any new promotional activities planned:

Describe any customer service policies you have in place (i.e.: product warranty, returns/refund policy, customer service inquiries, etc.):

Distribution:

Market Channels: (% of sales)

Wholesale _____% Retail _____% Consignment _____%

Indicate any shows you participate in:

Wholesale shows and locations:

Retail shows and locations:

Other outlets/venues selling your work: (such as stores, catalogues, web sites, sales rep, etc.)

In which types of stores do you think your product best fits?

Galleries
General Gift
Souvenir

High-end Craft
Other _____

Please explain why:

Describe the method(s) of shipping you use to get your products to the buyer:

Wholesale Buyers:

Retail Buyers:

Describe any new marketing activities planned: