

GIMA Awards 2008 sees New Categories



The firmly established annual GIMA Awards, now in existence for over 20 years have announced some great changes for the 2008 scheme.

The Awards recognise excellence in product and marketing innovation from suppliers to the garden retail trade. As the supplier base to garden retailers has grown as garden centres and other retailers diversify GIMA has recognised this in their annual awards categories.

Neil Gow, GIMA Director, said

"we have re-jigged a number of categories to bring greater logic to them, but we have also introduced completely new ones. However the really exciting innovation for companies entering their products is that we are bringing on board specialist judges in these key categories so we have people who really know the market"

The new categories include:

Growing now has its own exclusive category aimed at suppliers of plants, seeds and bulbs and water garden plants. Entries can feature plants for indoor or outdoor cultivation and hardy and non hardy varieties. Nurseries have been asking GIMA for this category as previously they were in a category with growing media and fertilisers.

Christmas Products has been extended to include seasonal foods and confectionaries and will be covered by a panel of judges led by Sally Lomax Christmas Buyer for Wyevale Garden Centres. Whether you are a supplier of Christmas lights, fresh or artificial trees, decorations wreaths or tree stands or producers of puddings for the festive season you should be getting your entry lined up ready for the judging day in June.

Wild Bird Care, Aquatic and Pet Care Products have always been included in the Awards scheme, but were lost amongst other products. These have all been major growth areas for garden retailers in recent years so as well as having their own category they also now have a specialist to lead the judging panel, Simon Carr Chairman of the Pet Product Retailers Association.

GIMAs Environmental Award has been given greater significance too. Specialist judge Dr Margi Lennartsson from Garden Organic at Ryton will lead the judging panel in this category. GIMA has stepped up its own environmental awareness and this new category coincides well with this. *"Gardening is the ultimate green industry after all"* said Neil Gow.

Closing Date for entries to the 2008 GIMA awards is the 20th June 2008 with judging taking place on the 26th June. The Awards Gala Dinner is on the 17th July at the Metropole Hilton Hotel Birmingham. Full details of how to enter the awards and attend the dinner are on the GIMA website www.gima.org.uk or by emailing info@gima.org.uk

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Illustrations and captions:



Awards graphics for 2008



Simon Carr, Chairman of the Pet Product Retailers Association joins the judging panel for 2008



Dr. Margi Lennartsson, Director of Research and Development, Garden Organic, formerly known as Henry Doubleday Research.

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