



# Recognizing Product Innovation

The *Architectural SSL* magazine Product Innovation Awards—or the PIAs, as we’ve come to know them—collect, review and present to readers—architects, specifiers, interior designers and building owners/operators—a wide-ranging variety of innovative lighting products as judged worthy of distinction by industry insiders.

The PIAs move to the forefront the lighting and component manufacturers who bring innovative concepts, products and systems into architectural space. Of the thousands of new and improved lighting product ideas brought to market each year, the PIA winners are representative of the very finest.

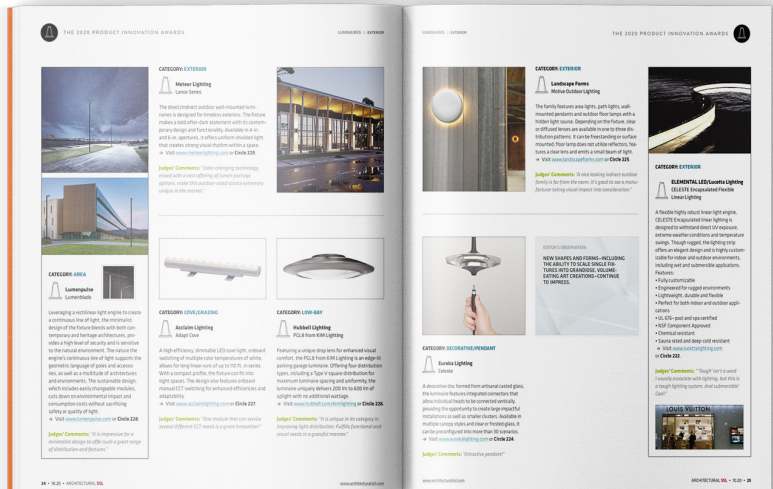
## Who Should Enter:

Manufacturers of lighting and components, as well as systems, that offer attributes, qualities, design, functionality and/or performance beyond the current standards. **Products entered do not need to be “new” to the market.**

- ▶ Enter to be recognized for your industry leadership
- ▶ Enter to bring your products to the forefront
- ▶ Enter to showcase your product in application

## Winners’ Coverage

Each of the PIA recipients will be honored with editorial mention in the November 2021 issue of *Architectural SSL* magazine.



▶ **Editorial:** All winning products will be covered editorially in the featured special report (product image plus brief write-up)

### KEY DATES

Call for Entries (2021) April 16, 2021  
 Submission Deadline (2021) May 24, 2021

Submission Guidelines: [www.readexsurvey.com/ssl2021](http://www.readexsurvey.com/ssl2021)

## PIA'21

product innovation awards



### Categories

#### Market Leadership Citations

- ▶ Technology Brand of the Year
- ▶ Industry Participation
- ▶ Education brand of the year
- ▶ Best Catalog/Marketing Collateral
- ▶ Best Website

#### Special Citations

- ▶ Most Unique Product
- ▶ Standout Advancement in Technology
- ▶ Most Innovative Optical, Control System
- ▶ Most Sustainable Product
- ▶ Best Retrofit Product
- ▶ Best Use of OLED
- ▶ Most Effective New Product

#### Project Application Citations

- ▶ Most Energy Efficient Use of SSL
- ▶ Most Impactful Use of SSL
- ▶ Most Creative Use of Color
- ▶ Most Creative Use of White
- ▶ Best Renovation/Retrofit Using SSL

#### Interior Innovation

- ▶ General Ambient
- ▶ Cove/Linear/Wall Wash
- ▶ Downlights
- ▶ Track
- ▶ Decorative/Pendant
- ▶ Task
- ▶ High Bay
- ▶ Low Bay
- ▶ Replacement Products
- ▶ Specialty Lighting/Other

#### Exterior Innovation

- ▶ Architectural Flood
- ▶ Wallpacks/Bollards
- ▶ Street/Area
- ▶ Street/Area-Decorative
- ▶ Landscape/Pathway

#### Component Innovation

- ▶ Array/Light Source
- ▶ Modules/Light Engine
- ▶ Driver
- ▶ OEM Component/Other
- ▶ New OLED Source
- ▶ SSL Source/Other

**Editor's Note:** We will find an appropriate category for your entry, no matter what the product.