**Selection Regulations of Red-Top Awards**

**for China High-end Household Appliances (2017 Edition)**

**Ⅰ Background and significance of Red-Top Awards**

With the high speed development of China household electrical appliance industry during the past three decades, large and small domestic appliances, such as refrigerators, washing machines, televisions, air conditioners, range hoods, water heaters and electric cookers, have entered innumerable families and improved their living standards. As the penetration rate of household appliances has been rapidly elevated, China household appliance industry is facing new developing environment——the market demand is switching from popularization-oriented to renewal-oriented, and the market is transforming from external expansion to internally structural growth. Meanwhile, consumers’ demand for household appliances is converting from affordable to quality-reliable, from mass-produced to individually designed.

In light of the above industrial megatrends, Red-Top Awards came into its being. By combination of consumers’ votes, professional media’s selection experts’ evaluation, Red-Top Awards aims to select the annual high-end products with leading technologies, excellent appearance designs and considerable market impacts, thereby to accelerate the industrial structure transformation, and guide the market consumption to upgrade in order.

**ⅡDefinition of Red-Top Awards**

Red-Top means favorite and top-level works all over China. *Red* (*hong* in Chinese pronunciation, standing for prevalent), calls for the product applying for the awards should be on the market of China, acquire consumers’ fondness and obtain respectable market performance in the very year. While, *Top* demands that the applicant should be outstanding from the competitive products with the characteristics of high-end, graceful and internal connotation, in additional to the elementary conditions such as energy-saving, environment-friendly, and technology-leading.

**Ⅲ Awards setting.**

1. Each category has one but exclusive Red-Top Award.

2. Each category has two Red-Top Award nominations.

Note: Red-Top Awards cover the majority of the household appliance categories on the market, but the organizing committee can make appropriate adjustments according to the practical situations.

**Ⅳ Selection Procedures.**

1. Enterprise application. (From Sept.1 to Sept.15)

Enterprises fill in the application form and present related materials.

2. Consumer survey. (From Nov.1 to Nov.15)

The organizing committee will authorize a third-party professional market research company to collect sample data by surveying among consumers from first-tier cities of China about their recognition and preference towards high-end household appliances.

3. Consumer vote. (From Nov.1 to Nov.15)

The organizing committee will join hands with mainstream media and distributors to launch a consumer vote campaign, so as to let consumers to select their favorite high-end household appliances.

4. Media selection. (From Nov.1 to Nov.15)

The organizing committee will invite 12 mainstream media to give marks to each candidate product. The shortlist will be formed according to the result of consumer survey, consumer vote and media selection.

5. Expert review. (Nov.28)

The organizing committee will invite experts from industrial organizations, research institutions, universities, mainstream media and distributors to form an expert jury to give marks to shortlisted products.

6. Comprehensive selection. (From Nov.19 to Dec.1)

The organizing committee will refer to the results of consumer survey, consumer vote, media selection and expert review , and select the exclusive Red-Top award-winner for each category.

**ⅤApplication approaches.**

1. Enterprises may apply independently.

2. Other organizations and media can also recommend to the organizing committee.

**Ⅵ The application timetable and categories.**

1. Application timetable: From Sept.1, 2017 to Sept.15, 2017

2. Categories: Please refer to Affix I.

**Ⅶ Application requirements.**

1. Products applying for Red-Top Awards should be high-end model that have reached the market of Mainland China in the selection year.

2. Previous Red-Top award-winner is prohibited from applying again.

3. Products applying for Red-Top Awards must be in conformity with relevant standards of China.

4. Products applying for Red-Top Awards can have neither intellectual property rights disputes nor infringement suspicion.

5. Each brand can apply only one product for one category and repetitive application is prohibited.

If there is any discrepancy to the above requirements, the organizing committee has the right to cancel the products’ application and award-winning qualifications.

**Ⅷ Award ceremony.**

In order to honor those award-winning enterprises, as well as to guide the high-end consumption trend and promote the idea of quality life jointly, the organizing committee will hold Red-Top Awards Ceremony and give prize to award-winning products.

1. Time planned: Dec.21, 2017

2. Ceremony site: undetermined

3. Guests that may be present: Figures from relevant government sectors and organization, experts from the jury, mainstream media representatives, personages from cross-industries, executives and representatives from award-winning enterprises.

The Organizing Committee of Red-Top Awards

July 31, 2017

Affix I

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| Major appliance | Refrigerator |
| Front-loading washing machine |
| Top-loading washing machine |
| Clothes dryer |
| Room air conditioner: cabinet unit |
| Room air conditioner: wall-hung unit |
| Television |
| Water heater（Wall-hung boiler included） | Electric water heater |
| Gas water heater |
| Air-energy water heater |
| Solar-power water heater |
| Gas wall-hung boiler |
| Kitchen appliance | Range hood |
| Stove |
| Electric oven |
| Microwave oven |
| Rice cooker |
| Electric steaming box |
| Food processor |
| Dish-washer |
| Water purifier |
| Small appliance | Air purifier |
| Vacuum cleaner |
| Electric fan |
| Wine cabinet |
| Hairdressing, cosmetology and fitness appliance |