

By Linda Spencer

International New Products Awards

The Scoop on Why These Products Were Selected

Thirty seven journalists participated in the second annual International New Product Awards. Each of the participating judges from 22 countries—Argentina, Australia, Brazil, Czech Republic, Denmark, France, Germany, Greece, India, Italy, Mexico, Netherlands, Norway, Poland, Portugal, Russia, South Africa, South Korea, Spain, Sweden, United Kingdom and Venezuela—selected the 10 products they thought would do best in their home markets.

We talked to a representative group of the judges from Europe (Denmark, Norway, UK, the Czech Republic and Greece); South America (Brazil, Venezuela and Argentina) and South Africa, Australia and South Korea. Below is a partial listing by product with comments from the judges who selected them.

Product: Portable Stainless Petrol/Jerry Can

Company: Casey Systems Inc.

Judge: Ademir Pernias

Magazine: *Car Stereo Tuning* magazine

Publisher: Crazy Turkey Editora

Country: Brazil

Comments: "This product was chosen basically for its design and the material used in its manufacturing, which shows that it is possible to have good taste even in the transportation of gasoline."



▲ **Product: SES1202FMGT 2006 Subaru WRX Large Front-Mount Intercooler Kit**

Company: Injen Technology

Judge: Neil Hunt

Magazine: *Max Power* magazine

Publisher: Emap/Max Power

Country: United Kingdom

Comments: "Injen is building a big reputation in the UK through its induction systems, and it's nice to see Injen supporting the new-model Impreza. Hopefully this kit won't take long to reach our shores!"

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—Neil Hunt, *Max Power UK*

◀ **Product: 3XI-12D**

Company: Power Bass USA Inc.

Judge: Ademir Pernias

Magazine: *Car Stereo Tuning* magazine

Publisher: Crazy Turkey Editora

Country: Brazil

Comments: "This equipment has a beautiful design and would suit a sophisticated automobile quality sound system installation."

Product: CDX-HS70MW

Company: Sony Electronics Inc.

Judge: Ademir Pernias

Magazine: *Car Stereo Tuning* magazine

Publisher: Crazy Turkey Editora

Country: Brazil

Comments: "Another good product by Sony which takes pride equally in the technological qualities of its products and in its appearance."