GOLDREED
INDUSTRIAL
DESIGN
AWARD

2026 GOLDREED
INDUSTRIAL
DESIGN AWARD

PARTICIPATION GUIDE

金芦苇
工业设计奖
Goldreed
Industrial Design Award

| ABOUT GIDA |

1. AWARD POSITIONING

With the support of People's Government of Hebei Province and Xiongan New Area Administrative Committee, Goldreed Industrial Design Award (“GIDA” for short), was established in 2019. It is an international design prize driven by globalization, specialization and market orientation, hosted by Xiongan Future Industrial Design Institute (hereinafter referred to as the “Organizer”) and undertaken by Goldreed Industrial Design Award Organizing Committee (hereinafter referred to as the “Organizing Committee”).

Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", GIDA aims to build an international, specialized industrial design award that reflects both eastern and western style. Taking information society and sustainable development as the foothold, GIDA gathers global design talent resources, discovers the future design, inspires the future life and enables the future city. Committed to the Chinese philosophy of “harmony and peace” , GIDA perceives technological progress and social revolution from an eastern perspective, promotes a new direction of industrial development, creates a new way of social life in which symbiosis will be reached among man, nature and cities.

2. AWARD CLASSIFICATION

This year's event, with a total prize money of 4.5 million RMB, will focus on the transformation of results, combined with the Sci-Tech Innovation Voucher in Xiongan New Area.

The Main Competition				
Award	**Quota**	**Bonus (RMB)**	**Sci-Tech Innovation Voucher (RMB)**	**Subtotal (RMB)**
the Best of the Best	1	300,000	300,000	600,000
Gold Award	6	50,000	50,000	600,000
Future Star Award	3	50,000	50,000	300,000

Good Product Design Award	20	10,000	10,000	400,000
Good Emerging Design Award	10	10,000	10,000	200,000
Nomination Award	100	/	/	/
Subtotal	**140**	**1,050,000**	**1,050,000**	**2,100,000**
The Special Competition				
Award	**Quota**	**Bonus (RMB)**	**Sci-Tech Innovation Voucher (RMB)**	**Subtotal (RMB)**
Top 100	100	10,000	/	1,000,000
Demand Competition	70	200,000	1,200,000	1,400,000
Total	**310**	**2,250,000**	**2,250,000**	**4,500,000**

Note 1: The Best of the Best, Gold Award and Good Product Design Award belong to the Product Category only; Future Star Award and Good Emerging Design Award belong to the Concept Category only.

Note 2: Sci-Tech Voucher will be issued to the winners in accordance with the relevant policies of the Industry, Science and Technology Data Bureau of Xiongan New Area.

Note 3: The special competition is open exclusively to participants from China.

<table>
<tr><th>Award Name</th><th colspan="2">Award Introduction of the Main Competition</th></tr>
<tr><td>**the Best of the Best (Product Group)**</td><td colspan="2">The Best of the Best is the highest award of GIDA. It is a top-level award that comprehensively embodies the core values of "leading the new direction of industrial development, creating a new way of social life, and helping the harmonious development between man and nature".</td></tr>
<tr><td rowspan="6">**Gold Award (Product Group)**</td><td>Gold Award for the Manufacturing Equipment</td><td rowspan="6">Gold award is a symbol of high-quality design. It is an outstanding award that highlights a single aspect of GIDA purpose and core values.</td></tr>
<tr><td>Gold Award for the Smart Medical Manufacturing</td></tr>
<tr><td>Gold Award for the Digital Technology</td></tr>
<tr><td>Gold Award for the Transportation Means</td></tr>
<tr><td>Gold Award for the Public Facilities</td></tr>
<tr><td>Gold Award for the Future Scenarios</td></tr>
<tr><td>**Future Star Award (Concept Group)**</td><td colspan="2">Future Star Award goes to concept works with outstanding design in leading the direction of future design development and conveying future design concepts.</td></tr>
<tr><td rowspan="2">**Good Design Award**</td><td>**Good Product Design Award**</td><td rowspan="2">Good Design Award is for outstanding works. The award goes to entries that propose an excellent solution in detail and conform to the core values of GIDA.</td></tr>
<tr><td>**Good Emerging Design Award**</td></tr>
<tr><td>**Nomination Award**</td><td colspan="2">Works from all entries in the product group and concept group are selected and awarded the "Nomination Award" (the actual number is subject to the evaluation result).</td></tr>
</table>

The organizing committee reserves the right to leave the Best of the Best vacant if this year's entries are unable to meet the requirements for the award.

3. REGISTRATION TIME AND FEE

The registration for GIDA this year starts from June 1, 2026 and ends at 24:00, July 10, 2026 (Beijing time). Registration at other times will not be accepted. Any changes will be notified separately.

The 7th Goldreed Industrial Design Award charges no entry fees. All other expenses including logistics, insurance, customs clearance and travel fees incurred for participation shall be borne by the entrants themselves.

4. ENTRY CATEGORIES

DIVISION OF GROUPS

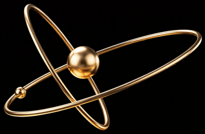
The Main Competition is divided into two groups: product group and concept group, each group is divided into six categories of entries.The two groups focus on the 107 characteristic industrial clusters in Hebei Province and the “eight pillar industries” in Hebei Province. The entries must meet the needs of economic and social development and upgrading of consumption structure, and have forward-looking and artistic products and works. Products and works based on the design concepts of “AI+”, green environmental protection, manufacturing + service and the integration of traditional products and industries are encouraged.

Product group: Entries must be products that have been on the market within three years (i.e. after May, 2023), or products that can be on the market before this year’s award ceremony(September 2026), and must be provided with a physical product or a functional prototype of equal proportion during the second evaluation.

Concept group: Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materials and low carbon. Prototypes or models must be provided during the second evaluation.

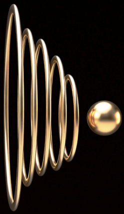
MANUFACTURING EQUIPMENT

Focuses on design in intelligent manufacturing, green construction, smart operation and maintenance. Products and services supporting Xiongan modern industrial system include underground utility tunnel inspection robots, prefabricated building equipment, intelligent measurement and control devices, distributed energy facilities and smart agricultural equipment.



SMART MEDICAL MANUFACTURING

Focuses on designs that promote the development of human physical and mental health. Includes products and services in the whole industry chain such as high-end medical devices, therapeutic products, pharmaceutical production equipment, medical rehabilitation equipment, nursing care products, and health management.



DIGITAL TECHNOLOGY

Focuses on the innovative design applications of artificial intelligence, block-chain, digital technology and information services in various fields. Includes products and services in the whole industry chain such as industrial software, public services, smart city systems, block-chain applications, digital twin platforms, and AI service terminals.

TRANSPORTATION MEANS

Smart transportation designs, including unmanned vehicles, smart buses, high-speed trains, automobiles, aircraft, mobility tools and facilities, service-oriented vehicles in urban areas, water and underwater vehicles, traffic robots, etc.

PUBLIC FACILITIES

Product designs of service facilities within urban space system, including urban furniture, public lighting, guiding signs, shared facilities, information services, sanitation facilities, safety facilities , facilities for leisure and entertainment, emergency equipment, etc.

FUTURE SCENARIOS

Focuses on the design of future life, culture, technology integrated with creative thinking and innovative scenarios. Includes products and services in the fields of future living home, child-friendly products, ageing-friendly products, non-heritage revitalization, cultural and creative products, fashionable apparel, packaging design, IP image, digital culture, and so on.

THE SPECIAL COMPETITION DIVISION

The Special Competition consists of two major sections:TOP100 Track and Demand Competition Track.

TOP100 Track: Centering on the transformation demand from "Hebei Manufacturing" to "Hebei Creation", this track is open exclusively to Hebei local enterprises. Awards are set for two categories: the Product Group and the Concept Group. All submitted works must align with the five key design themes: Green Design, Digital & Intelligent Future, Industrial Empowerment, Cultural Confidence and Xiongan Smart

Manufacturing.

Demand Competition Track:Driven by the development needs of 107 key characteristic industrial clusters and key industries deployed in new districts of Hebei Province as well as the practical demands of urban construction, we organize the solicitation of targeted design proposals, define the themes and submission requirements for the Demand-Based Innovation Competition, and conduct precise one-on-one docking through workshops. Municipal and county governments or leading industrial enterprises willing to cooperate are invited to co-host or provide co-organization support for the competition. The competition collects industrial demands from industrial clusters and product demands from enterprises, including requirements related to artificial intelligence, so as to facilitate the on-site implementation and transformation of design outcomes corresponding to various demands.

5. ENTRY METHODS

This year's GIDA adopts public entry and expert nomination. Public entries are required to participate in the preliminary evaluation, while expert nominees are allowed to enter the second evaluation after review by the organizing committee. To ensure fairness and impartiality, experts who recommend entries can’t participate in the evaluation process.

SUBMIT ENTRY

a. All entrants must log on to the official website of GIDA (www.goldreed-award.com/en) to register.
b. Under each registration category, product or concept designs can be submitted while the same entry can only be submitted for one group in one category.
c. Entrants must be the designer or owner of the entry, and have no intellectual property disputes with others.

d. In order to facilitate the international jury to evaluate the entries in a comprehensive and exhaustive manner and in a scientific and rigorous manner, the entrants should fill in the information of the entries (better in English and Chinese) carefully and standardly. The information entrants fill in will affect the outcome of evaluation.

REQUIREMENTS

1. Entrants: Entry is open to enterprises and institutions, design agencies, colleges, design teams, scientific research institutions and individuals from any country and region in the world. The special competition is open exclusively to participants from China.
2. The entries should be close to the current situation of Hebei industry and fully consider the market value and feasibility.
3. The same entry can only be submitted to a category. Entries that have participated in previous sessions shall not be re-submitted, in principle, no repeated awards.
4. Works submitted in the form of: 2-3 more complete design effect diagrams (no logo and no text and decorative elements, such as text or lines, etc.; Figure 1 is the main picture of the work, Figure 2 is the scenario diagram of the work, Figure 3 can be supplemented), 2-3 illustrations of the work, and should try to consider the provision of other views that can clearly reflect the innovative design points and the description in English and Chinese. The format of the pictures should be JPG, the ratio of the pictures should be 16:9, the resolution should be more than 300DPI, and the layout should be horizontal.
5. Product demonstration video: format MP4, less than 100MB, within 2 minutes in length; resolution is recommended to be 720P or above, optional uploading for preliminary evaluation, and submission of demonstration video is required for final evaluation;
6. Encourage the submission of physical objects or models.
7. The entries must be original and innovative projects with legal right to participate, without intellectual property disputes and without involving any infringement of third party's intellectual property rights, ownership, use and disposal rights. The intellectual property rights of the entries of the main competition shall belong to the declarant, and the copyright of the entries of the special competition shall be transferred to the relevant units of the organizer after the award.

6. EVALUATION METHODS

EVALUATION PROCEDURES OF THE MAIN COMPETITION

The product group and the concept group are evaluated independently, and there are three rounds of evaluation for each. In the preliminary evaluation, all entries are evaluated online. The second evaluation using on-site physical evaluation, if due to force majeure factors are taken online video evaluation method .Final judging combines contestants' on-site defense and physical exhibit presentation, covering actual completed works, models and prototypes.If a participant does not submit a defense video on time or if the jury unanimously believes that a single entry does not qualify for the award, it may be selected from among the pending nominees for a replacement evaluation, and the unsuccessful entry will be given a nomination award.

EVALUATION PROCEDURES OF THE SPECIALIZED COMPETITION

The Special Competition consists of two stages: preliminary evaluation and final evaluation.

EVALUATION STANDARDS

Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", the evaluation standard system is based on the goal that entries will help promote "leading a new direction of industrial development, creating a new way of social life and helping harmonious development between man and nature."

The evaluation system consists of three dimensions. First is manufacture, focusing on “leading industry”, which covers functionality and innovation. Second is life, focusing on “lifestyle”, which covers human care and aesthetics. The third is ecology, focusing on “harmony, peace and symbiosis”, which covers sustainability and other factors.

a.Commercial Value

Entries shall have a clear market positioning and profit model, or demonstrate market value and industrialization potential. They shall deliver quantifiable commercial value and market competitiveness in terms of input-output ratio, supply chain adaptability, market acceptance and investment payback period.

b.Innovation

It is novel and unique in design, innovative in material, science and technology application, which can boost the diversified innovations in terms of society, technology, culture, and economy, etc.

c.Human care

It is safe, healthy and easy to use, and can meet various needs of different users from the perspective of ergonomics, representing equality for all as well as human care.

d.Aesthetics

The design is aesthetic in form, function and technology, integrating the comprehensive beauty of materials, craftsmanship, technology and culture. It also enjoys emotional values and attractiveness.

e.Sustainability

The design considers economic, environmental, ethical and social factors to reduce material and energy consumption, cut pollution, guide, meet and sustain consumers’ demands.

7. ENTRY VALUES

TROPHY AND CERTIFICATE

Winners will receive a trophy and an electronic award certificate. Entries in this year's Good Designs Exhibition will receive an "Exhibition Certificate", and award-winning entries presented to the Organizing Committee will receive a "Collection Certificate".

LOGO GRANT

Award-winning entries will be granted a lifetime right to use the "GIDA" logo for free.

INDUSTRIALIZATION SUPPORT AND PROMOTION

Organize investment and financing, industrial incubation and crowdfunding institutions to dock with entrants, promote the industrialization of the project, and recommend its application in Xiongan New Area of various types of carriers.

INDUSTRIAL EXPERT EXCHANGE

Winners will be invited to participate in this year’ s award ceremony, the Hebei International Industrial Design Week and other series of activities to conduct face-to-face exchanges and cooperation with representatives from the global design community, academia, media community, industrial community and other industries.

MEDIA PROMOTION

GIDA has established a media promotion network covering different industries and channels with more than 200 mainstream media around the world. The winners will be recommended to participate in interviews with major media to further enhance the social influence of excellent designs.

YEARBOOK

GIDA will produce and promote a yearbook of outstanding entries, and the winning entries will be included in the GIDA yearbook.

GOVERNMENT FUNDING SUPPORT

According to the supporting policies for industrial design development in Xiongan New Area, enterprises are guided to participate in design innovation competitions, and the winners of the Goldreed Industrial Design Award are provided with preferential policies such as financial incentives, talent introduction, green channel for enterprise listing and enterprise financing.

TALENT SUPPORT

The winners of the Goldreed Award can apply for the "Xiongcai Card" if they meet the corresponding conditions of A, B and C talents in the "Management Measures for Xiongcai Card of Hebei Xiongan New Area (for trial implementation)" and the card holders are given service protection.

ENTRY QUALIFICATION

The winners of the GIDA will receive priority admission to the "Xiongan Green Building Exhibition Center" and other industrial carriers of new area. Additionally, we will provide supporting services and conditions such as fully furnished apartments, talent apartments, and rental discounts.

VISIT TOUR: XIONGAN TRIP

Xiongan Trip consists of three themed sessions focusing on aerospace information, artificial intelligence and new materials. Participating designers and enterprises will visit key industrial parks, pilot-scale test bases and benchmark projects to gain a full picture of Xiongan's industrial layout and development opportunities. Entrants will also have face-to-face exchanges with government staff of Xiongan.Travel expenses are the responsibility of entrants.

8. SCHEDULE

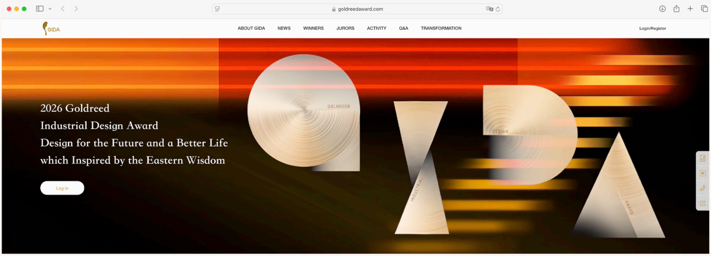
THE MAIN COMPETITION

Main Events	Date
Entry Collection	June 1, - July 10, 2026
Preliminary Evaluation	July 13, - July 19, 2026
Announcement of the Preliminary Evaluation Results	July 20, 2026
Mail of Products in Kind for the Shortlisted Entries	July 20, - August 20, 2026
Second Evaluation	August 21, - August 23, 2026
Announcement of the Second Evaluation Results	August 24, 2026
Final Evaluation	August 29 - 31, 2026
Award Ceremony	September 2026

Please see the latest notice in case of time changes.

DECLARATION PROCESS

① Enter the GIDA website (www.goldreedaward.com) and click the "Register Now" button.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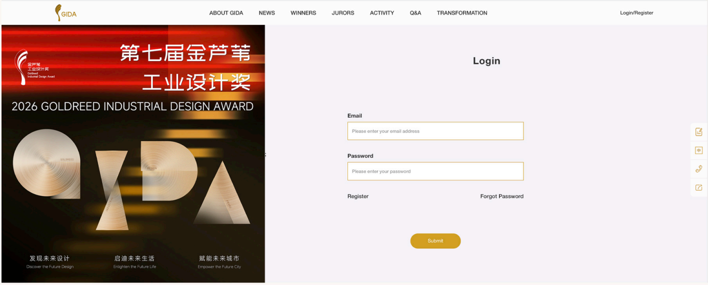
Design for the Future and a Better Life
which Inspired by the Eastern Wisdom

② Click "Register." If already registered, please skip.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Discover the Future Design
启迪未来生活
Enlighten the Future Life
赋能未来城市
Empower the Future City
Register
Forgot Password
Submit

Login

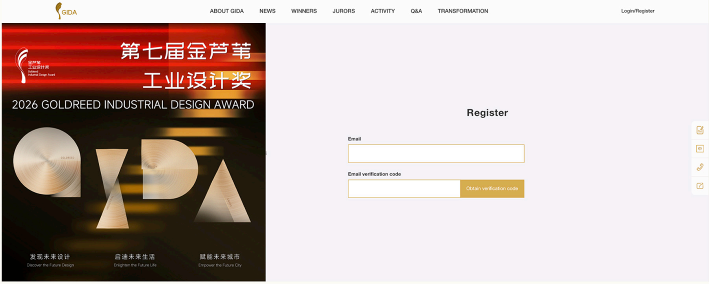
Email

Please enter your email address

Password

Please enter your password

③ Please fill in the relevant information as required, accept the relevant terms and conditions, and click "Submit" to register your account information.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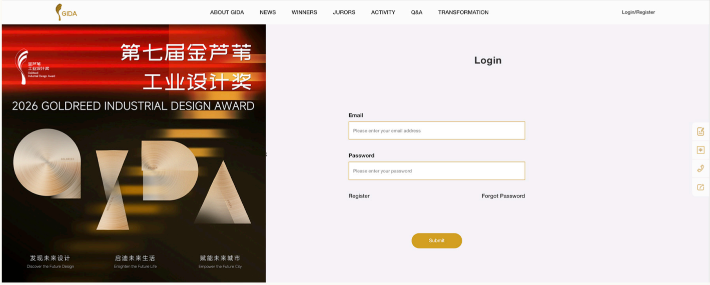
赋能未来城市
Empower the Future City
Obtain verification code

Register

Email

Email verification code

④ Fill in account information and log in to declare the account.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Empower the Future City
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Forgot Password
Submit

Login

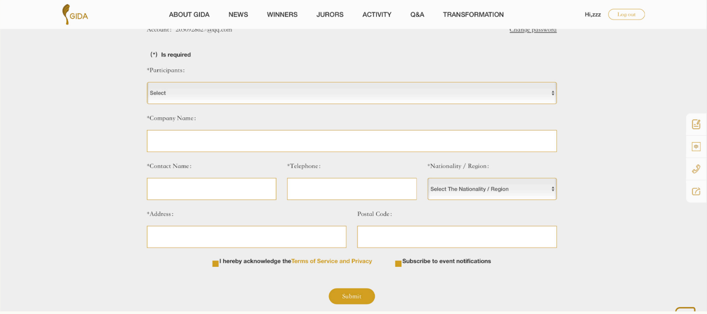
Email

Please enter your email address

Password

Please enter your password

⑤ Fill in the basic information of the declaring party as required.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(*) Is required

*Participants:

Select

*Company Name:

*Contact Name:

*Telephone:

*Nationality / Region:

Select The Nationality / Region

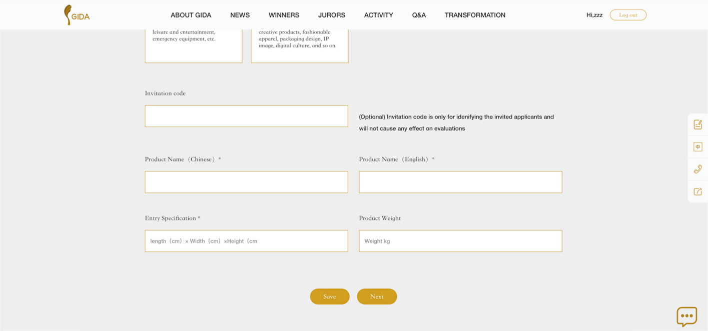
*Address:

Postal Code:

■ I hereby acknowledge the Terms of Service and Privacy

■ Subscribe to event notifications

⑥ Click the "Add Work" button in the upper left corner of the page to enter the work application page, and fill in according to the page requirements. If you have an invitation code, please fill in the invitation code. If not, please leave it blank.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leisure and entertainment, emergency equipment, etc.

creative products, fashionable apparel, packaging design, IP image, digital culture, and so on.

Invitation code

(Optional) Invitation code is only for idenifying the invited applicants and will not cause any effect on evaluations

Product Name（Chinese）*

Product Name（English）*

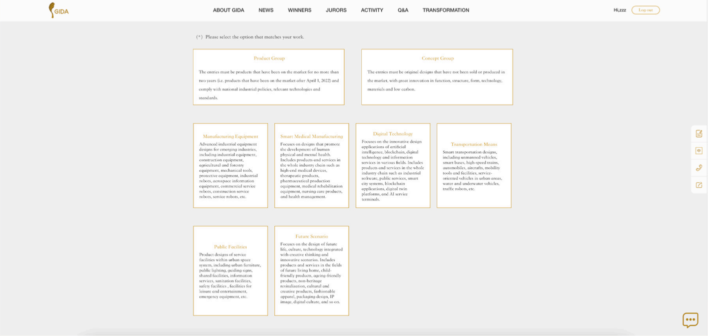
Entry Specification *

length（cm）× Width（cm）×Height（cm

Product Weight

Weight kg

⑦ Select product categories and groups based on the situation of the work.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(*) Please select the option that matches your work.

Product Group

The entries must be products that have been on the market for no more than two years (i.e. products that have been on the market after April 1, 2022) and comply with national industrial policies, relevant technologies and standards.

Concept Group

The entries must be original designs that have not been sold or produced in the market, with great innovation in function, structure, form, technology, materials and low carbon.

Manufacturing Equipment

Advanced industrial equipment designs for emerging industries, including industrial equipment, construction equipment, agricultural and forestry equipment, mechanical tools, protective equipment, industrial robots, aerospace information equipment, commercial service robots, construction service robots, service robots, etc.

Smart Medical Manufacturing

Focuses on designs that promote the development of human physical and mental health. Includes products and services in the whole industry chain such as high-end medical devices, therapeutic products, pharmaceutical production equipment, medical rehabilitation equipment, nursing care products, and health management.

Digital Technology

Focuses on the innovative design applications of artificial intelligence, blockchain, digital technology and information services in various fields. Includes products and services in the whole industry chain such as industrial software, public services, smart city systems, blockchain applications, digital twin platforms, and AI service terminals.

Transportation Means

Smart transportation designs, including unmanned vehicles, smart buses, high-speed trains, automobiles, aircrafts, mobility tools and facilities, service-oriented vehicles in urban areas, water and underwater vehicles, traffic robots, etc.

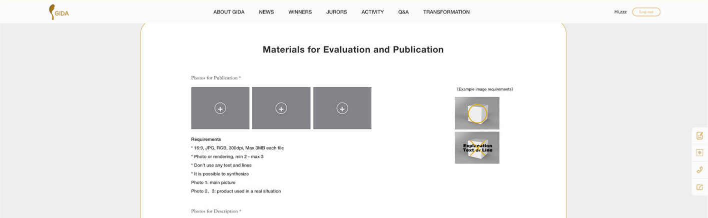
Public Facilities

Product designs of service facilities within urban space system, including urban furniture, public lighting, guiding signs, shared facilities, information services, sanitation facilities, safety facilities , facilities for leisure and entertainment, emergency equipment, etc.

Future Scenario

Focuses on the design of future life, culture, technology integrated with creative thinking and innovative scenarios. Includes products and services in the fields of future living home, child-friendly products, ageing-friendly products, non-heritage revitalization, cultural and creative products, fashionable apparel, packaging design, IP image, digital culture, and so on.

⑧ Upload the work display image, work description image, and video according to the requirements shown, and click "Next" to continue filling in.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Explanation Text or Line

Materials for Evaluation and Publication

Photos for Publication *

(Example image requirements)

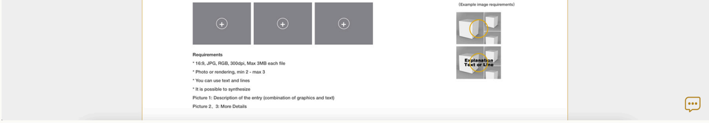
Requirements

* 16:9, JPG, RGB, 300dpi, Max 3MB each file
* Photo or rendering, min 2 - max 3
* Don't use any text and lines
* It is possible to synthesize

Photo 1: main picture

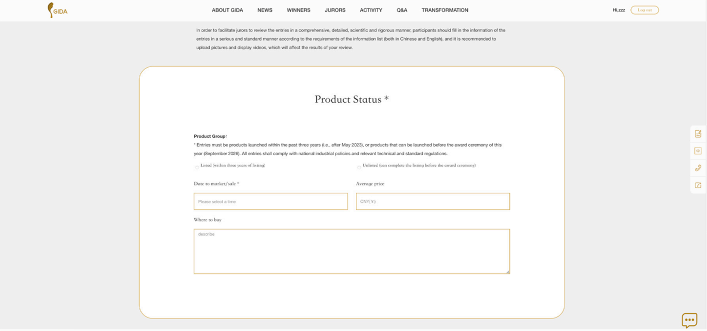
Photo 2、3: product used in a real situation

Photos for Description *


(Example image requirements)
Explanation
Text or Line

Requirements
* 16:9, JPG, RGB, 300dpi, Max 3MB each file
* Photo or rendering, min 2 - max 3
* You can use text and lines
* It is possible to synthesize
Picture 1: Description of the entry (combination of graphics and text)
Picture 2、3: More Details

⑨ A. Fill in the status of the work based on the information provided. (Product Group: Launch and Market Prices)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In order to facilitate jurors to review the entries in a comprehensive, detailed, scientific and rigorous manner, participants should fill in the information of the entries in a serious and standard manner according to the requirements of the information list (both in Chinese and English), and it is recommended to upload pictures and display videos, which will affect the results of your review.

Product Status *

Product Group：

* Entries must be products launched within the past three years (i.e., after May 2023), or products that can be launched before the award ceremony of this year (September 2026). All entries shall comply with national industrial policies and relevant technical and standard regulations.

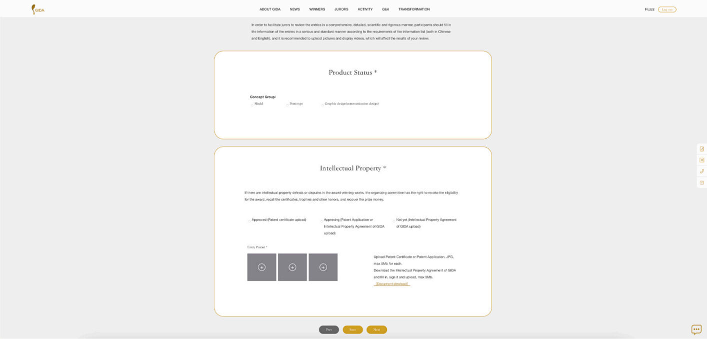
○ Listed (within three years of listing)　○ Unlisted (can complete the listing before the award ceremony)

Date to market/sale *: Please select a time

Average price: CNY(￥)

Where to buy: describe

B. Fill in the status of the work based on the information provided. (Concept group: "Model", "Prototype", "Graphic Design".)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In order to facilitate jurors to review the entries in a comprehensive, detailed, scientific and rigorous manner, participants should fill in the information of the entries in a serious and standard manner according to the requirements of the information list (both in Chinese and English), and it is recommended to upload pictures and display videos, which will affect the results of your review.

Product Status *

Concept Group：

○ Model　○ Prototype　○ Graphic design(communication design)

Intellectual Property *

If there are intellectual property defects or disputes in the award-winning works, the organizing committee has the right to revoke the eligibility for the award, recall the certificates, trophies and other honors, and recover the prize money.

○ Approved (Patent certificate upload)　○ Approving (Patent Application or Intellectual Property Agreement of GIDA upload)　○ Not yet (Intellectual Property Agreement of GIDA upload)

Entry Patent *

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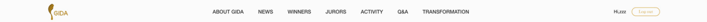
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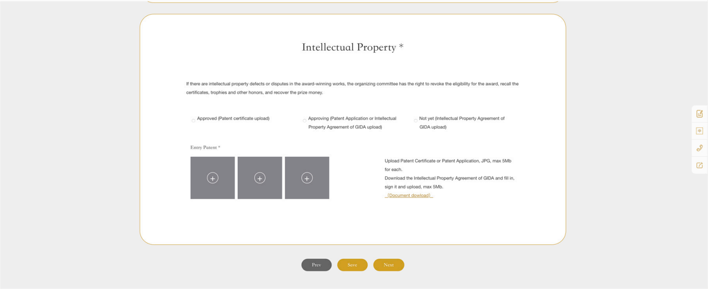

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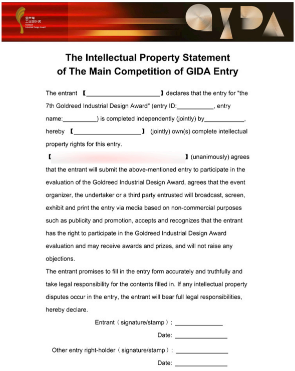

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The entrant 【____________________】 declares that the entry for "the 7th Goldreed Industrial Design Award" (entry ID:__________, entry name:_________) is completed independently (jointly) by___________, hereby 【__________________】 (jointly) own(s) complete intellectual property rights for this entry.

【   】(unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

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Other entry right-holder（signature/stamp）: ____________
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⑫ Fill in team information (up to 10 people) and click "Next".

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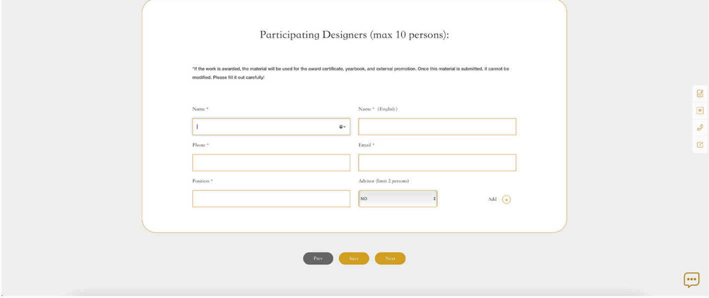

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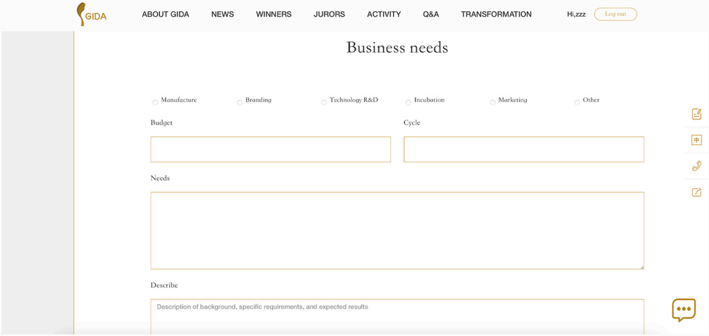

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Cycle
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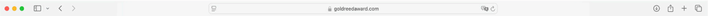

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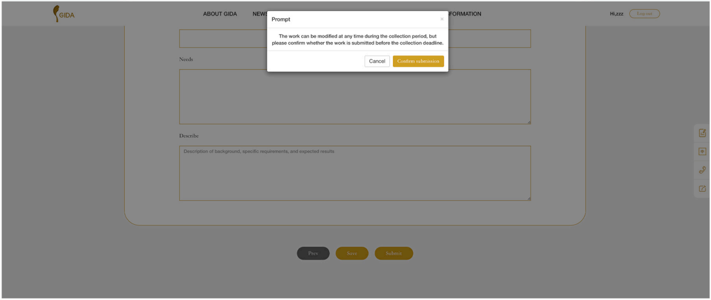
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Description of background, specific requirements, and expected results

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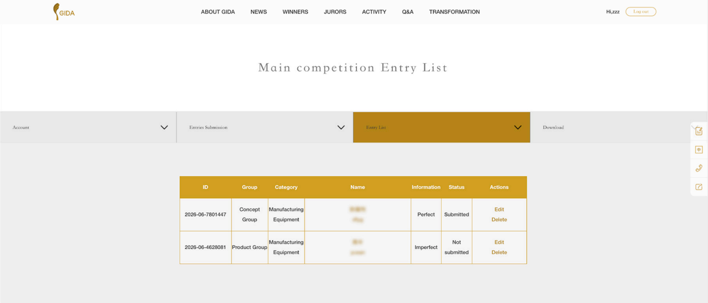
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2026-06-4628081	Product Group	Manufacturing Equipment	[redacted]	Imperfect	Not submitted	Edit Delete