



## VAN OF THE YEAR



# UTE 2023 JUDGING CRITERIA

### 1. External Look/Signage etc:

### POINTS:

1a. Is it clear that it is a Locksmith ute?

(5 POINTS)

1b. Visual appeal and attraction

(5 POINTS)

1c. Variety of product/services represented  
For example:

(5 POINTS)

- Keys
- Door Hardware
- Automotive
- Safes
- Electronic Security

1d. Are contact details clearly shown?

(5 POINT)

1e. Attention-grabbing branding & graphic display

(1 POINT)

1f. Does the ute clearly display the MLAA Trust Badge?

(1 POINT)

### 2. Internal Fit Out:

2a. Smart & organised use of space

(5 POINTS)

2b. Storage/layout i.e. stock, machinery & tools

(5 POINTS)

2c. Design of work areas in ute

(5 POINTS)

2d. Internal/external lighting system & electronic layout

(1 POINT)

### 3. Innovation - Bonus Points

3a. Extra points awarded for innovative/creative ideas (1 POINT for each innovation)

**TOTAL:**

**38 POINTS + Bonus Points for Innovation**