

2026 NJR MADE OF STEEL CHALLENGE

OFFICIAL POINTS STRUCTURE & EVALUATION FRAMEWORK

TOTAL MAXIMUM EVALUATION SCORE: 21 POINTS MAX

This official framework establishes the scoring guidelines and transparent judging rubrics for the **2026 NJR Made of Steel Challenge**. Entries are evaluated out of a total maximum of 21 points, combining core internal judging parameters (19 points baseline) with essential digital engagement metrics (2 points bonus).

1. Category: Individual Artisan

***The Spirit of the Artisan Matrix:** This rubric explicitly rewards creative vision, personal storytelling, and original resourcefulness. It honors the journey of the independent solo project. Exceptional artistic ingenuity or clever utility can outscore pristine industrial-level execution, ensuring true hobbyists and creators are fully celebrated.*

SCORING PARAMETER	WEIGHT	EVALUATION & VERIFICATION CRITERIA
Why It's Crafted (Story)	4 pts	Assessment of the personal motivation behind the build. Did it solve a genuine problem? Was it designed to bring joy, or built out of sheer artistic experimentation? Strong storytelling is highly valued.
Photos/Video Walkthrough	3 pts	Clarity, comprehensiveness, and multi-angle execution of the uploaded media assets. Video or high-resolution images must clearly demonstrate the scale, layout, and finish of the completed project.
Creative Vision & Originality	5 pts	The artistic design flair, aesthetic appeal, and unique concept deployment. Evaluates how the creator reimagines steel as an artistic or innovative functional medium.
Material Resourcefulness	4 pts	How effectively the entrant utilized steel components. Points are awarded for intelligent material optimization, raw steel integration, or clever upcycling processes.
Craftsmanship & Impression	3 pts	The overall tactile and structural impact of the final piece. Evaluates the personal labor of love, authentic handiwork, and final presence of the object.
Instagram Follow Bonus	1 pt	Verified backend confirmation of the entrant following the official corporate channel: @njrsteelgroup.
Public Social Post Bonus	1 pt	Verified public submission, upload, or feature on Instagram or Facebook anchored by the campaign hashtag: #NJRMadeOfSteel.
MAX INDIVIDUAL SCORE	21 pts	Comprehensive evaluation matrix total (19 pts baseline judging + 2 pts digital verification).

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2. Category: Business Powerhouse

***The Spirit of the Business Matrix:** This rubric evaluates structural execution, professional precision, and community significance. Designed for commercial shops, engineering firms, and construction leaders, it rewards structural triumph, architectural innovation, complex problem-solving, and large-scale industrial excellence.*

SCORING PARAMETER	WEIGHT	EVALUATION & VERIFICATION CRITERIA
Technical & Engineering Complexity	5 pts	The presence of heavy-duty structural engineering hurdles, specialized load distributions, intricate geometry, or large-scale physical proportions handled by the team.
Architectural Excellence	4 pts	The visual weight, modern structural aesthetics, landmark potential, and high-level design language built into the project. Evaluates how the design elevates structural steelwork.
Precision of Fabrication	5 pts	Flawlessness of industrial welds, micro-tolerances, material squaring, geometric consistency, and immaculate professional fabrication standards.
Innovation & Problem-Solving	3 pts	Advanced technological integration, custom machining, or innovative structural steel deployment methodologies used to execute complex requirements.
Community/Functional Impact	2 pts	The structural utility of the project. The build must serve a major purpose (e.g., civic community bridge, commercial facility framing, robust infrastructural fit-outs, utility systems).
Instagram Follow Bonus	1 pt	Verified digital tracking confirming the corporate or workshop profile follows the @njrsteelgroup profile page.
Public Social Post Bonus	1 pt	Verified corporate or personal public showcase across social channels featuring the explicit campaign hashtag: #NJRMadeOfSteel.
MAX BUSINESS SCORE	21 pts	Comprehensive industrial evaluation matrix total (19 pts baseline judging + 2 pts digital verification).

3. Securing Your Bonus Points

Maximizing your score to the full 21-point threshold is entirely under your control. While our expert panel reviews and scores your project submission up to a 19-point baseline, you can secure 2 automatic bonus points through simple digital steps:

- **Instagram Follow (1 Point):** Ensure that your personal handle or company profile is actively following @njrsteelgroup on Instagram at the time of entry evaluation.

- **Public Campaign Post (1 Point):** Share a photo or short video clip of your project or creation progress on Facebook or Instagram. Make sure your profile or post visibility is set to public, and you use the official campaign hashtag **#NJRMadeOfSteel** so your extra point can be verified.