

THE
PET PLASTIC CO.



Disruptive Plastic Packaging Challenge



Summary

New idea contest on Desall.com: Desall, in collaboration with a leading company in the PET plastic packaging industry, invites you to propose innovative concepts for a new generation of recyclable packages.

Official contest page: <https://bit.ly/DisruptivePET>

Company Description

The contest is sponsored by a leading company in the technologies for production, filling and preparation of PET packages, from the design to the sales of tailored solutions for clients operating in the beverage, detergents, cosmetics, medical and food industries.

What we are looking for

The contest is looking for new **product concepts**, for the realisation of the **next generation of PET packages** (Polyethylene terephthalate) and invites you to break down the design and cultural boundaries we are accustomed to, thinking in an innovative and outside-the-box way to the future of this sector, also with a view to circular economy.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Objective of the contest: during the last years the packaging industry has been undergoing relevant transformations leaning towards the creation of a more **ecological system, keen on environmental issues and attentive to the circular economy**; we are also living in times of **unexpected and unforeseeable changes** that are **transforming our lifestyle**; accordingly, also the **sector of stretch blown PET packages is debating over the future of its products and industrial processes**. The objective of the contest is thus to imagine a **new generation of PET packages**, thinking about new possible use scenarios, connected to the ongoing changes and to the lifecycle of the product, thanks also to the opportunities offered, among else, by the bottle-to-bottle recycling technologies that allow the bottle to be reintroduced in the market after being recycled.

Product typology: you are invited to propose **new product concepts** for a **new generation of PET packages** (single-use or reusable), exploring at 360° **new applications** for this packaging typology in the following sectors:

- beverage
- cosmetics
- medical
- detergents
- food
- any other possible application, if accompanied by a short business analysis.

At your discretion, you may also design **any accessories**, capable of improving the user experience, extending the product lifecycle and identifying new applications for PET packages. Keep into consideration that PET packages are apt to contain solids, liquids and gas. The concepts you propose shall not necessarily be part of a product collection/line.

Context of use: the presentation of the project shall be accompanied by a detailed **analysis of the new context of the purchase and use-scenario**, that you are invited to describe together with the **innovative business ideas** you may come up with, if any, to support the product concept you present. In this regard, **you may draw inspiration from the tangible necessities you find yourself coping with as a consumer**, in the specific geographic area where you belong.

Production technologies: the new PET (Polyethylene terephthalate) packages shall be **exclusively realised through stretch blow moulding**, as further described in the *Material files* attached to the brief. This is a mandatory requirement for participating in the contest – packages that are not realisable through this technology may not be taken into consideration in the final evaluation. For any of the accessories you may propose, keep into consideration the most common **industrial technologies**. However innovative they might be, the concepts you propose shall be realisable with **existing production technologies**.

Size: there are no constraints for the expected size of the packages you suggest, accordingly you are invited to keep into consideration the design limits set by the technology itself. In particular, the current PET stretch blow moulding technology allows the realisation of containers with quite a varied capacity, from the smaller packages of about **20 ml** to large-size packages containing up to **about 30 L**.

Surface finishes: your PET packages may provide for some surface finishes, including for example logo placement, texture or other details, to be realised directly on the mould. For more information, please refer to the *Material files*.

Colours: you may suggest the colours you prefer, keeping into consideration that the PET allows for the realisation of containers with a varying degree of transparency, depending on the purity of the material employed and whether pigments are used or not. With a view to the circular economy, a colourless (without pigments) transparent container allows for a more efficient recycling process. If you propose a container made of recycled PET, keep into consideration that the colour will be greyish/yellowish with a lower transparency, given by the presence of impurities in the recycled material (it is of the utmost importance that this characteristic is well represented in your project

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render/image). In this case, you are invited to suggest solutions that turn this specific colour into a vantage point (also for marketing purposes) rather than treat it as an imperfection. For some examples of recycled PET, please refer to the *Material files*.

Allowed materials: the packages you suggest shall be entirely made of **PET**, through **stretch blow moulding**. Instead, the **accessories** – including cap, label or any other components – might be realised with other **materials** suitable for industrial mass production, ideally recyclable (such as paper, metal, wood). The PET, however, must be the main material of the project.

Package customisation: for the purpose of the contest, you are invited to present your product concept customised with a **generic logo**, to clearly show the customisation possibilities offered by your proposal. At your discretion, you may use the logo-sample attached in the *Material files*. Generally, the packages would be customised with the logo of the brand company that purchases the PET container to sell its products, in its respective product market.

Target: given the wide variety of containers that can be realised in PET, no indications are given regarding the target consumer; however, in the presentation of your proposal, you are invited to **specify the consumer** your project is designed for, the **specific need it satisfies**, the **geographic region** of the consumer (if any specific) and a short explanation regarding the reason why that product addresses that specific market segment.

Deliverables: upload all the **images** that better present your projects (rendering, sketches, descriptions, CAD files, etc.), showing your **container with closure/cap/lid/etc.** and any **possible accessory**, a short description of the context of use and – if any – some hints about the innovative business idea supporting your project. For this purpose, in addition to the text fields of abstract and description, you can attach additional materials inside a **.ZIP archive** to be presented through the upload page.

Evaluation criteria: in the evaluation of your submissions the Sponsor will take into account the following criteria:

Degree of innovation 5/5

Functionality/usability 5/5

Market potential 5/5

Circular sustainability 5/5

Technical feasibility 3/5

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

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Contest timeline

Upload phase:	28 th July 2020 – 25 th November 2020 (1.59 PM UTC)
Client Vote:	from 25 th November 2020
Winner announcement:	approximately before the end of December 2020

Optional deadlines

Concept revision:	1 st September 2020 (1.59 PM UTC)
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Concept revision: deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to "Disruptive Plastic Packaging Challenge" will be accepted.

Award

1°: €5000

The selection of the winner by Sponsor name will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 3,000.00= (three-thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the "Have a question" button or write to contest@desall.com.

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Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, "Abstract" and "Description", to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the "Abstract" field you have maximum 500 characters to include a short summary of your project while in the "Description" field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the "Archive File" field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the "Video File" field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with "hidden" design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.