



Future Cap Challenge



Summary

New product design contest on Desall.com: Pelliconi and Desall invite you to suggest innovative concepts for a new easy-open cap, attentive to design and user experience, with the aim of creating a funny and interactive product.

Official contest page: <http://bit.ly/FutureCapChallenge>

Company Description

Founded in Bologna (Italy) in 1939 as “Ditta Angelo Pelliconi” (DAP), specialized in the production of crown corks, Pelliconi is now a world leader in the field of packaging for the Food & Beverage industry.

Pelliconi is continuously expanding its business. Today it has five production plants spread over 4 continents: two in Italy, in Ozzano dell’Emilia (Bologna) and in Atessa (Chieti); one in Cairo (Egypt); one in the United States, in Orlando (Florida); the most recent site was inaugurated in 2016 in Suzhou (China). There are also five international commercial branches, thanks to which Pelliconi has created a vast sales and distribution network allowing the group to become one of the largest producers and exporters of closures worldwide.

Pelliconi currently has an annual production capacity of over 30 billion caps and employs more than 500 people worldwide, with a total revenue of about 150 million euros.

What we are looking for

Pelliconi is looking for innovative concepts for a new **easy-open** cap to launch on the market, easy to remove and really keen on **design** and **user experience**, with the aim of creating a funny and interactive product.

Guidelines

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

Product typology: the cap you suggest shall allow an **easy opening** (“**easy-open**” cap), without requiring the use of a bottle-opener or similar. The cap will be employed for standard size bottles (see *Size* paragraph for more info), used for **beer**, **soft-drink** or other beverages. In addition to perform its function, it shall arouse curiosity in the consumer paying great attention to the **user experience** and suggesting a fun-related use.

How to use: the user shall be able to easily remove the cap, through a “**pry-off**” **gesture**, without using any bottle-opener. You are free to suggest alternatives to this method, making sure that the gesture is **safe** and **easy** for the final user in all circumstances.



Shapes: keep into consideration aspects related to **ergonomics** and **intuitiveness of use**, that shall be embodied by the cap design, in order to ease its opening.

Size: the cap shall be **compatible** with bottles with **neck-finish of 26mm** or **29mm**. In the *Material files* you'll find the 3D file of two standard neck-finishes (*neckfinish-26mm.step* and *neckfinish-29mm.step*) that you can use to start building your cap.

Materials: you are free to suggest **single-material** or **multi-materials** solutions at your discretion, keeping into consideration the use of possible **eco-sustainable materials** and in view of the product **recyclability**. For getting an idea of the materials currently used by Pelliconi in the easy-open Maxi P-26 cap, take a look at the presentation attached in the *Material files*.

Style and customisation: the cap shall be intended for several brands and beverages, accordingly you are invited to suggest an innovative and highly aesthetic design, that may leave room for **client-brand customisation**, reserving an area for the logo, custom colours, etc. Today, the areas devoted to this use are the top side of the cap, the inner part, the side and the colour juxtaposition of various components. For some examples of customisation, please refer to the presentation of the Maxi P-26 cap attached in the *Material files* and to the *Inspiration* tab.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .ZIP archive containing extra materials.

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

Degree of innovation (5/5)

Ease of use (5/5)

Technical feasibility (4/5)

User experience (4/5)

Eco-compatibility (3/5)

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



Contest timeline

Upload phase: 2nd April 2019 – 2nd July 2019 (1.59 PM UTC)
Client Vote: from 2nd July 2019
Winner announcement: approximately by the end of September 2019

Optional deadlines

Concept revision: 2nd May 2019 (1.59 PM UTC)

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 “Future Cap Challenge” will be accepted.

Award

1°: €4000

The selection of the winner by Pelliconi 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 2,000.00= (two-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.



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.