



# Tableware Collection Design



## Summary

New product design contest on Desall.com: DOpla and Desall invite you to design a reusable tableware collection and its packaging dedicated to the large-scale retail trade.

**Official contest page:** <https://bit.ly/TablewareDesign>

## Company description

Here at DOpla Group, we are proud of our past and grateful to all who choose us; who work with us and for us. We are firmly and unwaveringly committed to building our future - a better and more sustainable future driven by innovative technologies, advanced materials and novel products.

We will continue to be a leading industrial player, strongly rooted in Italy and Europe.

We will generate value for our shareholders and benefit for all our stakeholders, by being committed to our mission every day in our work.

We will lead the change in the transformation of our sectors, towards the offering of useful and eco-friendly products and solutions suited to the needs of our Consumers and Professionals in packaging for the consumption of food and drinks.

Our trade in foreign product solely represents a means to an end – either to compensate for the limitations of our production capacity at times of peak demand or as competitive but non-economically sustainable complementary products to our range – in any case and without exceptions, these products will be of the highest quality and in full compliance with applicable regulations.

## What we are looking for

DOpla invites you to design a **plastic tableware collection** (plates, bowls, trays, containers, glasses, cutlery etc..), which can be **reusable several times**, for repeated use over time.

Therefore the shapes and aesthetics shall sever the classical disposable product, in order to embrace a new concept of an **eco-friendly and durable** product, due to the fact that after the use cycle they can be recycled and thus, their environmental impact during their life cycle is better than many alternatives that are available on the market.

In addition, you are invited **to design the packaging of the collection** that will be used to present the product on the shelf and to communicate with a simple but incisive narrative, the **reusability of the tableware** and the **values of the DOpla brand**.



## Guidelines

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

**Product typology:** you are invited to design a **tableware collection** for food and beverage consumption at the table and in other contexts. The collection must involve several products of choice, including for example:

- **Plates:** round, square, flat, soup, dessert, ecc..
- **Glasses:** of water, wine, sparkling wine, liquor, etc..
- **Cutlery:** forks, knives, spoons, small spoons, small forks, etc..
- **Different containers:** bowls, trays, containers etc..

**The minimum content to be presented consists of a set of plates: flat, soup, dessert, fruit and at least one water glass.**

You are also invited to design the packaging for the tableware collection, and in particular at least one example of packaging for each of the proposed product types of the collection, so, packaging for a pack of 10 plates, packaging for a pack of 10 cutlery items, etc..

The **packaging** can be **primary** and **secondary**:

- **The primary packaging (mandatory):** this kind of packaging may include a pre-printed wrapping film (with graphics printed directly on the film, transparent areas, etc.) or a wrapping film and a label (applied to the transparent film). For an indication of the graphic content to be included, see section “Values to communicate”.
- **The secondary packaging (optional):** cardboard packaging with the function of a real shelf display for the large-scale retail trade, a ready-to-sell solution. The aim of this packaging is to show the product and its features in the best possible way, attracting the consumer’s attention and making it stand out from the other products on display. As for the design, please consider that it will contain some products packaging (plates, cutlery, glasses etc.). For an indication of the graphic content to be included, see the paragraph “Values to communicate”.

**Shapes and Aesthetics:** regarding the tableware, it’s fundamental to design an aesthetic but also functional style that suggests and enables their new feature, that is a collection of **durable** and **reusable** products. Moreover, all the products of the collection will have to be designed in view of **family feeling**, keeping a certain coherence with the DOpla brand and its values. Aesthetics shall be taken care of in detail and in order to obtain a product that is **beautiful to show and reuse**. The shapes will have to maximize the **practical functionality** and, in particular, the tableware shall be easily washable: so avoid inserting edges or interstices where food could nest. There are no particular colour guidelines to follow.



As for the packaging, it should have a **strong marketing efficacy** with a strong accent on the values of the product and enhancement of the DOpla brand.

**Values to communicate:** Practicality, pleasantness (shapes and colors), robustness (reusability), safety (suitability for food contact and health protection), sustainability (recycling at the end of uses).

**Size:** For each product of collection there are some size limitations. Your product should fit the following volumes:

**Plate:** 230 x 230 x h25 mm

**Glass:** 80 x 80 x h130 mm

**Cutlery:** 180 x 40 x h65 mm

**Tray:** 330 x 230 x h30 mm

**Bowl:** 180 x 180 x h43 mm

**Target and where to use:** the typical consumer is an individual who is sensitive to the practical functionality and cost of the product. The tableware will be used at the table and in similar contexts, like parties (including standing) and outdoor events/occasions.

**Production Technologies and Materials:** the whole tableware collection will be produced through thermo-forming processes. Polystyrene (PS) and Polypropylene (PP) are allowed. Two layers of material are allowed for coloring (for example, inside of glasses in white and outside colored) or for using recycled material in the part not in contact with food and beverages. The use of paper pulp, Bagasse, Paper, PET, Bio-materials is not allowed.

The primary packaging will consist of a printed and hot glued PE/PP coating film and a paper label, if applicable.

Secondary packaging will be produced in cardboard material.

**Logo:** you are invited to insert the **logo** attached to the *Material files* on the surface of the single products of the collection, by embossing. The logo shall be visible but not invasive, for example on the bottom of plates and glasses.



## Revision (25/02/2021):

After analyzing the proposals submitted, we recommend to all participants to include a “Primary Packaging” proposal in the project. This kind of packaging may include a pre-printed wrapping film (with graphics printed directly on the film, transparent areas, etc.) or a wrapping film and a label (applied to the transparent film). In the final evaluation, the development of a “Secondary Packaging” proposal will be greatly appreciated.

**Deliverables:** upload all the images that best represent your designs (rendering, descriptions, CAD files, etc.) Attach the 3D files in .STP/.IGS format, or compatible with the Solid Edge software in a .ZIP archive, in which you can provide further useful materials for the evaluation.

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

**Technical feasibility** (includes economic sustainability) **5/5**

**Aesthetics** (includes brand compliance) **5/5**

**Innovation degree** (includes functionality/usability) **4/5**

**Compliance** (includes compatibility with reusability requirement) **3/5**

**Design completeness** (understandability of design, completeness of product/packaging and family feeling for product range, satisfaction of all requirements posed in the Brief) **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: 22nd December 2020 – 23rd March 2021 (1.59 PM UTC)

Client vote: from 23rd March 2021

Winner announcement: approximately before the end of May 2021

## Optional deadlines

Concept revision: 25th January 2021 (1.59 PM UTC)



**Concept revision:** this is the 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](http://www.desall.com) web site, via the upload page related to “Tableware Collection Design” will be accepted.

After 12 months following the Date of Expiration of the Contest, if either Desall or the Sponsor has not exercised the option right, the Users will be free to propose their own Projects to third parties, only if the Sponsor’s trademark/brand and/or image are not referenced in any way on such Projects and only if such use is not related to the Projects and their packaging, and also, if the resulting products are not related or referable in any way to Sponsor’s trademarks and/or the Sponsor.

## Award

1°: €5000

The selection of the winner by DOpla 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 2500,00 = (two-thousand-five-hundred/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For further information, log in and read the [Contest Agreement](#) from the upload page. For any questions about the brief you can use the “Have a question” button or write to [contest@desall.com](mailto: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.*