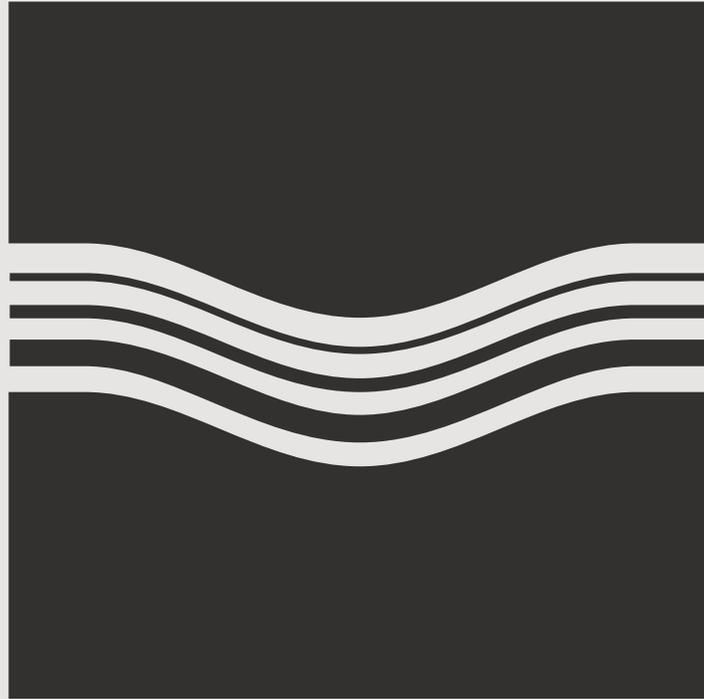


desall

**UNITEAM**
INJECTION SYSTEM TECHNOLOGIES



UNITEAM INJECTION

DESIGN AWARD 2012

Injection Design Award 2012 - Naming phase

MouseStand

Winner of the previous phase.

The following brief is focused on this work.

Summary

Naming is the third step of our co-creation contest "Injection Design Award" and it asks you to find the best name, pay off and description of the desk pad developed in the previous phases.

Description

The aim of the "Injection Design Award" is developing from the concept to the packaging a new office accessory that can be manufactured using injection moulding process. The winner of the New Idea phase was Wave, a platform that works as a desk organizer and a mousepad.

Then our community has designed the concept in a detailed and engineering-related advanced way adopting One Shot, an injection moulding process patented by Uniteam-Italia, that allows to avoid assembly work and/or the use of several moulds. The winning project is Mouse Stand, an evolution of the Wave concept.

What we need

Now participants are invited to find for this product an effective name, a catchy payoff and an appealing description:

- Focus on the product: First of all concentrate on the product, a desk pad that helps you to keep in order your desktop and to work more comfortably. It's simple, easy to use and extremely versatile: you can use it as mousepad, laptop stand and desk organizer when it's open, as a tablet stand when it's close. Then, remember how we are developing it all together: an open community, that includes designers, creatives, engineers and design lovers from all over the world is working together to find new and effective solutions for everyday problems.
- Language: The product is meant for an international audience, so avoid names, payoffs and descriptions in any language different from English.
- Perfect name: Relevant, positive, easy to remember, short, not too generic and not too similar to another product name;
- Catchy Pay off: A short slogan that brings the attention of a potential customer to the product;
- Product description: Sell it, sell it, sell it! Once we have their attention, we need to make them buy it. Write a few lines that will be added to the packaging or to the brochure (150 - 300 characters, spaces included) where you highlight the main product features that in your opinion are more effective (optional, so... only the brave!).
- Last tips: Give a short explanation of your project to let us know why you think your Naming project is the most suitable.

Eligibility and submission

Participation is free of charge and is opened to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to the "Injection Design Award - Naming" will be accepted.

Go compete: <http://des.al/InjectionDesignAward>

Timeline

Upload phase: 9th March 2013 - 27th March 2013 at 23:59
Community vote: 28th March 2013 at 00:00 - 4th April 2013 at 23:59
Client vote: 5th April 2013 - 19th April 2013 (approximately)

Awards

1st : **€ 500,00** "Marker award"

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