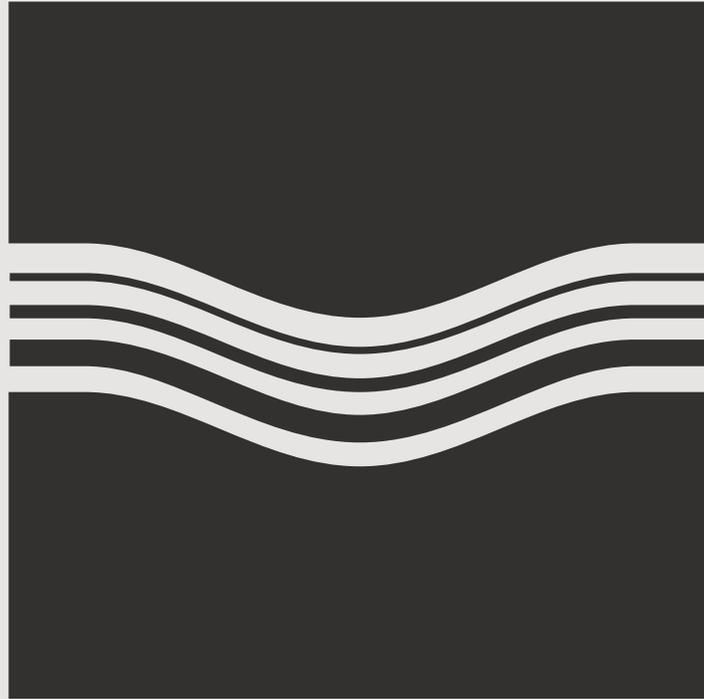


desall

**UNITEAM**  
INJECTION SYSTEM TECHNOLOGIES



# **UNITEAM INJECTION**

# **DESIGN AWARD 2012**

## Injection Design Award 2012 - Packaging phase

### Organized tide

*Winner of the previous phase.*

*The following brief is focused on this work.*

### Summary

Release your imagination and design a creative product packaging for Uniteam and its innovative desk organizer!

### Description

In the previous phases our community has developed a simple, easy to use and extremely versatile product that works as mousepad, laptop stand and desk organizer when it's open or a tablet stand if you switch to vertical position.

It has been developed and designed by our online community from the concept to the naming phase, meeting Uniteam request for a new office accessory that exploits their innovative injection moulding process called One Shot.

**Now it's your turn: design a new packaging that combines creativity and functionality and give your creative interpretation of the product name.**

Before starting, take into account the following points:

*Name and logo:* the winner of the naming phase is "Organized tide", that at the same time explains the organizing function, recalls its wavy shape and its "low" and "high" positions. Give a shorter and creative interpretation of it, like **Tidee** (play on words "tide" and "tidy", put in order things), or **Otide / O-tide**. It will be appreciated an original presentation (a brand new logo or a suitable font).

*Be inspired, be creative:* play with graphics, shape, colors, imagine how the potential customer can interact with the product through your packaging. Release your imagination and get his attention!

*Eco-friendly:* use recyclable materials or think about a reusable eco-friendly packaging solution;

*Product dimensions:* 260mm wide, 56 mm high, 151mm long;

*Texts:* remember to add all the information about product (name, payoff, short description, how-to-use, main features, made in Italy) and producer information (Uniteam logo, address, website). You may find everything you need in the material files below;

*Last hint:* a good packaging should keep the shipping costs low. Actually, the perfect packaging should keep the overall cost as low as possible, don't forget it!

### 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](http://www.desall.com) via the upload page devoted to the "Injection Design Award - Packaging phase" will be accepted.

Go compete: [des.al/InjectionDesignAward](http://des.al/InjectionDesignAward)

## Timeline

**Upload phase:** 3rd May 2013 - 25th June 2013 at 23:59  
**Community vote:** 26th June 2013 at 00:00 - 4th July 2013 at 23:59  
**Client vote:** 5th July 2013 - 20th July 2013 (approximately)

## Awards

1st : **€ 1000,00** "Packerman"

*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.*