

taplast
makes the difference

Rethink the dispensing experience



Summary

New packaging design contest on Desall.com: Taplast and Desall invite you to design an innovative packaging with connected dispenser for liquids, suggesting an ecological and intuitive solution, suitable for the broader public.

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

Company Description

Taplast is a family company founded in 1974 by Evans Santagiuliana and today managed by the second generation. Bringing together design, ergonomics, precision and sustainability has allowed Taplast, from 1995 to today, to win more than 12 international awards in packaging and be considered at the top of innovation in plastic dispensing systems. Taplast's reputation for innovation and environmental attention leads it to develop and produce for multinational companies of consumer goods such as Unilever, Henkel, L'Oreal, Procter&Gamble, etc.

What we are looking for

Taplast is looking for a **revolutionary dispensing system** specifically designed for **flexible packagings (pouches)**, inviting you to design a new **packaging for liquids**, able to offer an optimal **user experience as a primary packaging**, with a special attention to the environmental issues and able to present itself as an innovative and versatile solution suitable for products of different brands.

Guidelines

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

Aim of the contest: there are currently several flexible packagings (pouches) available on the market and used as refill for other rigid containers; the final consumer that buys the flexible packaging is required to pour the whole content into another rigid container, that embeds the dispenser, or to clasp it on a support that constitutes the container of primary use. The aim of the contest, instead, is to design a **new flexible packaging (pouch) with connected dispenser**, that may become the **primary packaging** to be directly used by the final consumer.

Product typology: the choice of a flexible packaging, over a rigid container, implies a few changes in the user experience, that you are required to take into consideration, including for example the product stability, the aesthetics, the interaction modalities, etc. You are thus invited to design a new **packaging with connected dispenser**, keeping into consideration the **overall user experience**, for any customer typology, addressing the new potential critical aspects and dynamics given by the use of a flexible packaging.



Product features: the packaging shall have a **dispenser/dosing unit** directly connected to the flexible packaging, that will be in all respects the packaging used by the final consumer. In this regard, you are invited to **explore new interaction modalities for dispensing one dose**. Rethinking the whole user experience, the dispenser shall be compatible with the lack of structure given by the use of a flexible packaging. For this reason, you are invited to study alternatives able to ensure a practical use of the packaging, by considering – for example - **self-standing solutions**, realised with a **special folding of the film** or by using an **accessory**, or else a **support device** directly attached to the dispenser, etc. Ideally, the packaging shall **maintain the same shape throughout the whole life-cycle of the product**, however solutions **suggesting the compacting of the packaging as it runs out of liquid will not be excluded**, if this is suggested in view of optimising the stability of the product and the required space. In no case can *refill* solutions be suggested.

Replaceable-cartridges version (optional): at your discretion, in alternative or in addition, you may also suggest a dispenser consisting of a **rigid structure** where the **flexible container** is hosted, which acts as a replaceable cartridge. In no case can *refill* solutions be suggested: in fact, the flexible packaging shall be the final container and allow an easy replacement of the cartridge. The final consumer will initially be invited to buy the structure upon which the dispenser is fixed and from time to time will have to install a new flexible packaging. In this case, you may also suggest the employment of electrical technologies and/or sensors that may automate and/or facilitate the user experience. This approach however is of less interest than the flexible packaging solution with connected dispenser described in the previous paragraphs, as it implies greater production costs. For some examples of products already available on the market, please refer to the *Material files*.

Production cost: given the product typology, the production costs for the packaging you suggest shall be as low as possible, hence suitable for a large-scale production.

Material: the packaging you suggest shall consist of two main elements: the **flexible packaging** shall be realised with a **laminated film** and the **dispenser** (including possible accessories and/or support devices) will be realised through the injection moulding of **plastic materials**. For some examples of similar products currently available on the market, please refer to the *Material files*.

Style and brand: the packaging you suggest will be used for products of different brands and for this reason it shall not have too much distinctive traits, that may lead the consumer into associating it with a specific brand over another. In addition, for a better evaluation of your project, you are invited to present your packaging with solid colours container and the Taplast logo (attached in the *Material files*). The dispenser may be realised in different colours and finishes, at your discretion. For an overview of the possible finishes and solutions currently used by Taplast, you are invited to have a look at the *Material files* attached and at the client catalogue available at the following link: <http://www.taplast.com/pumps-caps/> (in particular, refer to the “ALLPLASTIC PUMPS” typology).



Values to convey: the new packaging shall be perceived by the final consumer as a sustainable product, attentive to environmental issues and at the same time ergonomic, capable of ensuring the greatest ease of use, regardless of the age or the profile of the final consumer.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, preferably attach the 3D files in .IGS or .STP format. For a better evaluation of your projects, you are invited to present your packaging with a solid colours flexible container and the Taplast logo. If necessary, remember that you can also attach a .ZIP archive containing extra materials.

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

Functionality / Usability (5/5)

Economic sustainability (5/5)

Degree of innovation (4/5)

Project submission (4/5)

Eco-sustainability (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: 9th November 2017– 28th February 2018 (1.59 PM UTC)

Client Vote: from 28th February 2018

Winner announcement: approximately before the end of April 2018

Revision - 01 Feb, 18: In reply to the several requests received by our users, the deadline for submissions has been postponed to Feb 28th. Given the extra time available, we remind you that the primary interest of Taplast is for the dispenser for the pouch solution, as described in paragraphs “Product typology” and “Product features”. As usual, multiple submissions per user are allowed.



Optional deadlines

Concept revision: 9th December 2017 (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 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 “Rethink the dispensing experience” will be accepted.

Award

1st: €4000

The selection of the winner by Taplast 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 price 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 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.