



# Packaging Award



## Summary

New packaging design contest on Desall.com: Bolton Food and Desall invite you to suggest innovative solutions for an original packaging dedicated to the Insalatissime Rio Mare ready-to-eat product line.

**Official contest page:** <http://bit.ly/RioMareAward>

## Company Description

Bolton Food is the Bolton Group company that produces and markets canned fish under the Rio Mare, Palmera and Saupiquet brands. We are an Italian success case history and **European leader** in the canned tuna market.

Our **mission** is to be **the leader in sustainable and high quality production of shelf stable canned fished products**, thought to make consumers' life easier and healthier. With this in mind, **since 50 years**, we produce canned tuna, salmon, sardines and mackerels sold in **more than 45 countries worldwide**.

## What we are looking for

**Bolton Food** is looking for new concepts for an **innovative packaging** dedicated to the **Insalatissime Rio Mare** ready-to-eat product line, inviting you to propose an easy-to-use and portable solution, with a distinguishing design.

## Guidelines

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

**Insalatissime Rio Mare:** the **Insalatissime** ready-to-eat line is a balanced, long-life “ready-to-eat” meal, made of fish salad (mainly tuna) combined with a mix of vegetables, pulses and cereals. The product might be consumed for the main meals or for a snack.

**Packaging features:** you are invited to propose a **packaging** that might enable the user to **consume the food directly from it**, either holding it on a surface or in her/his hands, also thanks to a **special piece of cutlery** that you are invited to design (see *Cutlery* paragraph). The design shall **distinguish itself from the current Insalatissime Rio Mare product size** (see *Material files*) and shall be well **visible on the shelf** regardless of how it is placed. Besides, it shall represent a **distinguishing element compared to competition**.



**Cutlery:** the piece of cutlery shall enable the user to easily consume her/his meal from the packaging itself and shall be kept right inside of it. The piece of cutlery you design shall be easy to use and practical to consume food, with a special attention to its size and ergonomics. Currently the piece of cutlery is fixed under the lid: you are either free to use the same solution or to suggest an alternative, keeping into consideration both the ease of use for the final user and its industrial feasibility.

**How and where to use:** the user shall be able to consume her/his food directly from the packaging, also on mobility, thanks to the practical pack and to the included piece of cutlery. The meal will be consumed cold, both at the workplace and in mobility. In particular the packaging shall offer to the user:

- Practical opening of the packaging;
- Practical mixing of the ingredients;
- Direct food consummation from the packaging with the piece of cutlery;
- Easy reclosing of the packaging should the content not be consumed entirely.

**Shapes:** the packaging shall have **shapes at your liking**, keeping into consideration that it shall provide good **ergonomics**, either while holding it in hand or when placed on a surface, suggesting design solutions that may enable the user to **mix the ingredients** and **consume the food directly from the packaging easily**. The packaging shall be perceived as a **rich** and **complete portion**, while it shall also sport a **compact design**, practical for transportation and for being consumed in mobility. In particular, the packaging you suggest shall have a **horizontal development** (not vertical), with **smooth shapes** and possibly reminding with its shape of a plate or some other elements usually associated with consuming food. At your discretion, you may include transparent elements on the packaging to highlight the quality of the ingredients, that may be kept separately, still giving maximum visibility to the fish that shall constitute the main ingredient of the recipe. You are invited to preferably include a lid.

**Style:** your packaging shall constitute an **innovative element for the brand** and **for the product typology** as a whole, also **compared to competition**, asserting itself an **original yet coherent solution with the food product typology it belongs**.

**Size:** consider that the packaging you propose shall be dedicated to a **190g** portion, equal to about **250ml** volume.

**Colour:** in order to let the brand be easily recognised, the packaging shall use the pink colour of the Insalatissime Rio Mare product line (see *Material files*).



**Materials:** the packaging might be made of **metal, plastics** or **other similar materials** suitable for direct contact with food. In order to convey a perception of quality and freshness of the product you may **consider the use of transparent materials** to let the content be seen through the pack. As far as the **piece of cutlery** is concerned, suggest the use of **biodegradable material** producible with industrial technologies. The following materials are not allowed: glass, external cardboard to wrap the packaging.

**Surface finishings:** at your discretion you may suggest the use of some **relief elements** on the packaging or to alternate **glossy and matte elements**. The packaging might be wrapped with labels or transparent sleeves.

**Logo:** for the aim of the contest grant proper space for the **Insalatissime Rio Mare** logo (provided in the *Material files*), that shall be well visible both on the top and on the side of the packaging.

**Values to convey:** the packaging you suggest shall reflect the values of Insalatissime Rio Mare, that is a **modern, tasty and attractive meal**, made of **quality and varied ingredients**, a **balanced and nutritious meal**, that combines the quality of the food with the need of **consuming the meal on the go**. It is a **unique** and playful **product** in its genre: accordingly the packaging shall be able to convey this uniqueness. An aspect that will be judged with great interest is the reinterpretation of the “canned food” concept that is sometimes perceived negatively, rather moving to a new communication approach that may **exalt the freshness and quality of the ingredients**.

**Customer typology:** the product addresses a very ample, unisex and multi-age public, with a particular focus on the under-45 adult segment, with a modern and active lifestyle, looking for both a practical and satisfying meal in terms of taste, quality and nutritious intake. Often the customers have already the habit to consume ready meals or buy products used to create easy-to-prepare dishes, with fresh ingredients.

**Deliverables:** upload all the images that better present your projects (rendering, descriptions, CAD files, etc.), using renderings, sketches or other modalities, as long as your concept is well described **with annotations and dimensions**. We remind you that you may also attach a .ZIP archive containing extra materials, including 3D files that might be very useful for a better evaluation.

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

**Aesthetics (5/5)**

**Functionality/Usability (5/5)**

**Originality (4/5)**

**Project presentation (4/5)**

**Technical feasibility (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: 20<sup>th</sup> December 2018 – 18<sup>th</sup> March 2019 (1.59 PM UTC)

Client Vote: 18<sup>th</sup> March 2019

Winner announcement: approximately before the end of May 2019

## Optional deadlines

Concept revision: 31<sup>st</sup> January 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 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 “Rio Mare Packaging Award” will be accepted.

## Award

1°: €3000

The selection of the winner by Bolton Food 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 2,500.00= (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 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](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 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.*