



Cap Innovation Contest



Summary

New product design contest on Desall.com: Giflor and Desall invite you to design an innovative cap for cosmetics, personal care and the food sector, able to offer a new user experience.

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

Company Description

Italian design, cutting-edge technologies, the highest flexibility, excellence in service and environmental sustainability: all of this is Giflor Closure Technologies, an Italian company specialising in the production of injection-moulded plastic caps.

For over **40 years**, Giflor's innovative closure systems have been designed for different markets and product sectors, both nationally and internationally.

From **cosmetics** to **personal care**, from **food** to **parapharmaceutical** and **OTC products**: Giflor caps are **now part of the everyday life of millions of people** all over the world, standing out for their **pleasant appearance and ease of use**.

Giflor's business is constantly evolving; however, its goal has always remained the same: *to meet and exceed customer's needs*.

What we are looking for

Giflor is looking for innovative concepts for a **new cap** to be used in the **cosmetic industry**, **personal care** and **food sector**, able to **replace the flip top cap category** widely used in this market. The aim of the contest is to develop a **new cap built with no hinge** that may stand out from the competition in terms of **usability**, **user experience** and **functionality**.

Guidelines

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

Product typology: you are invited to design a **cap without hinge**, to be **opened and closed with a single hand**, that may **replace the flip top typology** (see the [Giflor catalogue](#) for some examples of flip top caps) and that may stand out from the competition in terms of **usability**, **user experience** and **functionalities**, able to engage and attract the customer with a multisensory or innovative approach. Ideally, the new cap shall be **single-component**.



Function: in addition to performing the main function of being closed and opened in a safe and easy way, your cap shall offer further functionalities in view of creating a more engaging user experience, for example by suggesting an approach that goes beyond the only function of cap or possibly thinking of ways to reuse the cap after its normal lifecycle.

Transportation requirements: the cap you design shall be able to comply with the transportation requirements set by the increasingly predominant market of the e-commerce. For this purpose, you are invited to take into consideration the requirement for a safe storage, creating a product that uses the **minimum volume possible**, with an **airtight closure**, to prevent any accidental leakage. Furthermore, the cap shall **provide the user with a feedback** to let her/him **understand whether the cap has been closed correctly or not**. Currently, for instance, many flip top caps suitable for the e-commerce, make a characteristic sound to give users the certainty that the cap is tightly closed. For more information, you may take a look at this introductory page on the Giflor website: <https://www.giflor.com/kind/e-closure/>

How to use: the user shall be able to **open and close the cap with a single hand**, for a much more user-friendly and comfortable experience.

Where to use: the cap will be employed for products dedicated to **cosmetics, personal care** and the **food sector**, that find application in various contexts of use, from **indoors (restroom, home, professional saloons, etc.)** to **outdoors**, for instance for users that travel taking their products with them.

Size: the cap shall be **as light as possible**, both in view of the transportation requirements and of creating a lower environmental impact, thanks to the less use of plastic materials.

Materials and production technologies: the cap shall be entirely realised through industrial production technologies, in particular through **injection moulding**. The most suitable materials for this context are **polypropylene** and **polyethylene**, with the option to realise **single-material** or **bi-material** caps through the same moulding cycle. You are nevertheless free to suggest – at your discretion – solutions that employ **eco-sustainable** or **biodegradable materials**, as long as they are compatible with the industrial production flow. At your discretion, you may also suggest **co-moulded solutions** using **thermoplastic materials** or **soft parts**, provided they offer a significant advantage in terms of user experience or functionalities. Ideally, the new cap shall be **single-component**.

Nice to have (optional): at your discretion, you may suggest a **dosing system integrated into the cap**. By squeezing and turning the bottle upside-down, the user may release a controlled amount of liquid, through a self-limiting system of the liquid. You are free to analyse the solutions currently available on the market and to propose a possible alternative solution of your own.



Style and shapes: you are invited to design a cap with a **great aesthetic value** and a **great attention to detail**, capable of giving birth to a **new stylistic code that may distinguish it from the current [Giflor catalogue](#)** and from the competitors. However, the **aesthetics of the cap shall not have too characterising elements**, as it should be well suited for bottles with different shapes and styles, depending on the client brand. You are free to suggest **the shapes you prefer**, even suggesting squared shapes or non-rounded details.

Colours: you are free to suggest various colour solutions, either with single-colour or multi-colour caps, also in relation to the use of one or more materials.

Surface finishes: if they are part of your project idea, you may propose the use of some **surface finishes realised on the mould** (no post-processing will be taken into consideration).

Values to convey: the cap you suggest shall be perceived as a **unique and innovative product**, possibly in view of an **eco-sustainable development**. Aspects related to **usability** and **user experience** will be given major importance, by researching a **product considered reliable** in every respect, from the airtight closure to its robustness even during transportation.

Customer typology: the cap you suggest will be employed in a wide range of products for cosmetics, personal care and the food industry, both for the large retailers and specialised resellers. Accordingly, keep into consideration a **very wide and varied public**, trying to offer a **solution** that may be **intuitive and suitable for any kind of customer**.

Deliverables: upload all the images that better present your projects, for example showing some **photo-realistic renderings**, some views including the **cap in use** and a **visual** (and possibly also textual) **description of how it works**. For a better evaluation of your projects, you are also invited to attach 3D files in .STP or .IGS format through a .ZIP archive that you may submit from the upload page. At your discretion, the possibility to also include additional material (PDF, other views, etc.) inside the archive.



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

Degree of innovation (5/5)

Functionality/Usability (User experience) (5/5)

Aesthetics (5/5)

Eco-sustainability (4/5)

Economic sustainability (4/5)

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: 15th July 2019 – 30th October 2019 (1.59 PM UTC)

Client Vote: from 30th October 2019

Winner announcement: approximately before the end of December 2019

Optional deadlines

Concept revision: 26th August 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, 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 web site, via the upload page related to “Cap Innovation Contest” will be accepted.



Award

1°: €4000

The selection of the winner by Giflor 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 2,000.00= (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 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.