



Laundry Tool Design



Summary

New Idea contest on Desall.com: RB and Desall invite you to find a tool for collecting and removing the dirt from the water used to hand wash clothes in countries with water scarcity and poor water quality.

Official contest page: <https://bit.ly/RBcontest>

Company Description

We exist to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. We fearlessly innovate in this pursuit across our Hygiene, Health and Nutrition businesses.

We have a fight on our hands. A fight to make access to the highest quality hygiene, wellness and nourishment a right and not a privilege. Information and products that promote good health and hygiene are daily necessities for us all.

Our brands work on the frontline to ensure the latest health and hygiene information is as widely available as possible, and that our products can be found online and in store 24/7, from the biggest city, to the smallest village.

www.rb.com

What we are looking for

RB invites you to **design new tools** for collecting and removing the dirt from the water used to **hand wash clothes**. People living in those parts of the world suffering from water scarcity and poor water quality could take advantage from flocculation technologies for purifying/clarifying the water before washing their laundry by hand.

Guidelines

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

Context: in many parts of the world, millions of people face issues of water scarcity and poor water quality. Sometimes the water used for laundry purposes is taken from rivers and wells, but it often contains sediments and particles in suspension that make it turbid, thus not suitable or even counterproductive for laundry, as these particles would ultimately deposit on garment's fabric and fibres. In this context, flocculant products could be used as additives to the laundry cleaning formulations to purify/clarify the water, by causing particles to aggregate into jelly agglomerates ("flocules"), that can be removed more easily before hand-washing the clothes.



Flocculation technologies: depending on the specific formulas, flocculation technologies are able to **aggregate particles into floccules** (a few mm large) that can **float over the surface** or that sediment and **fall to the bottom of the laundry bucket**. The flocculant-containing cleaning products are usually sold either in single-dose containers or in larger powder containers to be dosed each time by the consumer. You can find more information about flocculation technologies and the flocculation process in the *Material files* attached. Note well, flocculant products are NOT used to make water drinkable.

Objective of the contest: the aim of the contest is to find **intuitive, effective and simple tools** that may help people to easily remove the floccules from the laundry bucket before **hand-washing** their clothes, **either in case of floating or of sedimenting floccules, or in both cases**. For this purpose you might:

- **design new concepts of tools;**
- design some **accessories** to **adapt/improve existing common objects;**
- suggest the use of **products already on the market**, to be duly adapted if necessary, **to scale up** at a global level.

All options shall be **ecological, reusable, cost effective** and **compatible** with the use scenario and the target markets.

Your solutions might be suitable for the presence of floating agglomerates, of deposits on the floor or for both cases.

At your discretion, the tools might also **provide additional features**, for example for facilitating the mixing of the solution or the laundry process as a whole.

How to use: your solutions shall be **simple** to use and **intuitive**, compatible with the **households** and needs of **low-income social classes** (see the *Target* paragraph) for private use. After pouring turbid water into a laundry bucket/bowl (usually 5 L), the user will add the flocculant product, stir the solution for about 1 min and wait for it about another minute to react and - thanks to the tools you suggest - will easily remove the floccules from the water and clean the water before hand-washing the clothes. The tool shall be reusable overtime (it should not be a disposable object). The tools might also have additional features, for example for facilitating the laundry process as a whole. Consider that flocculant substance would be integrated into detergent products formulas (the user buys a detergent that also contains a flocculation technology). More information about the use can be found in the *Material files*.

Technology: your solutions shall be **basic** in terms of **technology**, as the overall **production cost shall be minimum**, given the target market. Accordingly, no electronic components should be taken into consideration. The **accessories/tools** should be **manually activated**. Assisted/semi-automatic processes are nevertheless allowed, if they are achieved through basic mechanical solutions.



Size: the solutions you suggest shall be **portable, compact, suitable** for being sold in any context (minimarket, supermarket, rural areas, etc.), in combo with **special packs of flocculant products**, featuring either single-dose containers (sachet packs) or other formats (es. 9 cm x 9 cm x 12 cm height). It must be **easily transportable**, possibly with other laundry tools used for washing clothes by hand (e.g. laundry bucket): accordingly, for practical reasons you may think of folding/closing capabilities.

Materials: your accessories/tools shall ideally be made of **recyclable** or **recycled materials**. Depending on the target area, you may also suggest the use of locally-sourced eco-friendly waste materials. It is required that the materials you suggest are compatible with mass-scale production technologies (ex. injection moulding).

Style: the solutions shall be **intuitive, easy to use, simple** and have an **eco-friendly** aura. **Simplicity** is preferred over aesthetic complexity. If you opt for recycled materials, you may make it apparent also in the style. No direct connection to the style and brand identity of RB is required.

Target: the solutions you suggest shall be specifically addressed to **low-income social classes** from **developing countries**, in particular with reference to the markets of **South America, India** and territories in the **South African region**.

Deliverables: you are invited to present your solutions both in terms of their **design** (shape, size, style, etc.) and in terms of **use scenario**. Accordingly, you are required to attach **images depicting your solutions** (renderings, sketches, etc.) and **descriptions** that clearly present the context of use and the use scenario. Additional materials (CAD files, 3D files, reports, analysis, etc.) might be attached inside a .ZIP archive to submit along the other materials in the upload page of the contest. **The upload of photos of existing products will not suffice.**

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

Functionality/Usability 5/5

Social impact 4/5

Economic sustainability 4/5

Creative thinking 4/5

Eco-friendliness 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: 20th October 2020 – 03rd February 2021 (1.59 PM UTC)
Client Vote: from 03rd February 2021
Winner announcement: approximately before the end of April 2021

Optional deadlines

Concept revision: 20th November 2020 (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 “Laundry Tool Design” will be accepted.

Award

1°: €4500

The selection of the winner by RB 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 1,500.00 (one-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.



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.