

# 3MPLAST

LIVING REDEFINED



## 3MPlast Outdoor Modular Sofa

## Summary

New product design contest on Desall.com: 3MPlast and Desall invite you to design a chic and versatile modular outdoor sofa made of polymeric materials that can be customised to meet individual preferences and requirements.

**Official contest page:** <https://bit.ly/Outdoor-Modular-Sofa>

## Company description

At 3MPlast, we're not just a manufacturing company - we're a dynamic team of innovators and change-makers driven by excellence, sustainability, and making a positive impact on the world around us. As a global leader in long lasting lifestyle solutions for the home and beyond, we're all about redefining what's possible in manufacturing. Our solutions are engineered with people in mind, making everyday life easier, better, and more sustainable.

We take pride in delivering exceptional customer service and premium, sustainable products that are built to last. From premium pallets, crates, and storage boxes to stylish home and outdoor furniture and storage solutions, we're at the forefront of sustainable manufacturing. Our industry experts are dedicated to shaping a more sustainable future by increasing our use of recycled material and reaching a zero waste facility.

## What we are looking for

We seek a new **modular plastic sofa for outdoor use**, comprising a series of modules enabling various configurations with different shapes, heights, and dimensions – ranging from a single seat to a multi-seat sofa with a coffee table.

## Guidelines

To ensure the successful implementation of your proposals, please consider the following guidelines:

### Product type

You are invited to design an outdoor sofa that can be assembled and disassembled with ease by combining a series of modular parts.

The parts required to assemble the sofa are:

1. Backrest: may or may not be connected to the seat.
2. Armrest: may or may not be connected to the seat.
3. Seat: without backrest and armrests, it can become a small table or a stool.
4. Legs: can be connected to the seat. Two identical legs can be combined to form a higher leg and obtain furniture with different heights.
5. Cushions: removable upholstered fabric components for seating and back support.

**3MPLAST**  
LIVING REDEFINED

The module designs must offer a high degree of versatility and practicality. For example, two backrests can be combined on one seat to form a corner module, or different seats can be linked together. This allows for various configurations such as an armchair, a two-seater, an L-shaped or irregularly-shaped sofa, a sofa paired with a matching coffee table, or a single or double sunlounger, etc.

The sofa can be used without cushions, with just one cushion for sitting, or with two cushions – one for the seat and one for the backrest. To enhance comfort when using the sofa without cushions, additional plastic components can be integrated into the design.

Check out the [Inspiration](#) section of the contest for composition examples.

**For economic and environmental sustainability, the modules should be made using the least number of moulds possible (ideally 5-6 at most).**

The sofa must be easy to assemble and disassemble without tools, providing customers with the utmost flexibility to:

- a. Rearrange as desired
- b. Expand with additional modules
- c. Disassemble and store during winter months

The sofa should be easily assembled using joints and elements made from moulds, without the need for screws or bolts.

Refer to the [Inspiration](#) section of the contest for examples of similar products.

## Style

The sofa should embody a bohemian and eclectic style while maintaining a **modern, elegant, and minimalist** design that adds a touch of creativity to its surroundings. It should be perceived as a high-quality, functional, and comfortable product.

Simple linear or woven elements should be incorporated into the design, but alternative design elements are also welcome.

Colour choice is at your discretion, with solid colours and/or wood-effect colours being acceptable. A matte (non-glossy) finish is required.

Visit the [Inspiration](#) section of the contest for examples of the desired style.

## Logo

The company logo must be discreetly displayed on every individual module of the product. The logo can be found in the *Material files* available for download on the contest page.

## Dimensions

The following dimensions apply to the various modules, based on a basic configuration of the sofa with single seat:

- Width and depth of the single seat, approximately from 50x50 cm to 60x60 cm.
- Maximum height of the single seat including the backrest, approximately 80 cm.

A sofa consisting of a single seat with backrest, four legs, and two armrests should occupy a volume of approximately 0.05-0.1 cubic metres after packing to optimise transport space.

### Materials and production technologies

Each sofa module should be made of a single plastic material, typically polypropylene or glass-fibre reinforced plastic.

You may propose the use of other recyclable plastics, provided they are compatible with mass production technologies, particularly the injection moulding process. Glass is permitted only as an accessory top to be added to the small tables. The use of other materials (e.g., metals, wood, etc.) is not permitted.

The sofa should be produced by injection moulding, and **in terms of economic and environmental sustainability, as few moulds as possible (maximum 5-6) must be used to create the modules.**

### Target group and context of use

The product targets customers in the Mediterranean region and the Middle East. It is intended for placement in outdoor areas, particularly on beaches, in gardens, or on terraces.

### Required materials

Provide detailed descriptions and up to 5 images to effectively present your projects. Images should be in 4:3 format, with .jpg, .gif or .png file formats acceptable. The colour mode should be RGB and the maximum size of a single file should be 1 MB. **It is advisable to use the appropriate field on the upload page to upload a .zip archive containing the 3D files and high-resolution images of the proposals, as well as a video if applicable.** Maximum size of the .zip archive: 100MB.

### Judging criteria

The entries will be evaluated based on the following criteria:

**Technical feasibility 5/5**

**Functionality and user-friendliness (Modularity) 5/5**

**Aesthetics 4/5**

**Degree of innovation 4/5**

**Economic and environmental sustainability 4/5**

### Language

English - Desall is an international community, so all texts (abstract, description, tags, etc.) must be written in English.

## Contest timeline

Upload phase:	09 May 2023 – 14 September 2023 (1.59 PM UTC)
Concept review:	13 June 2023 (1.59 PM UTC)
Client vote phase:	from 14 September 2023
Winner announcement:	tentatively by the end of November 2023

## Concept review (optional)

Participants have the opportunity to request an optional review of their project by the Desall Team by the date indicated in the timeline above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request at 1) save their project as a draft from the upload page and 2) send a request to the Desall Team via email at [contest@desall.com](mailto:contest@desall.com) or through the contact form. **The review is not mandatory** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

## Eligibility and submission criteria

Participation is free and open to creative talents of any nationality aged 18 or older. Participants may submit one or more projects, but only projects published on the website [www.desall.com](http://www.desall.com) from the upload page dedicated to the contest will be accepted.

## Award

**1°: €2000**

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

## Extra Award (option right fee)

**€1200**

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €1200 for the purchase of the licence for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, 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 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.*