



DOpla Tableware Innovation

Summary

New Product Design contest: DOpla and Desall are looking for innovative new products in the sustainable tableware sector, with the goal of redefining the brand's identity and recognizability through a distinctive value proposition.

Official page: <https://bit.ly/DOpla-Tableware-Innovation>

Company Description

DOpla, the Italian brand for sustainable tableware, has been operating in the production of solutions for food and beverage consumption for over 60 years. Its wide product range includes plates, cups, cutlery, napkins, and tablecloths in various materials, shapes, and designs, created to meet every need, from everyday use to special occasions. Today, DOpla is looking to the future with the aim of addressing new needs through an approach that blends experience, innovation, and sustainability.

Its vision is to support the evolution of tastes and user preferences, contributing to a more practical, safe, and joyful world, always keeping environmental responsibility in mind. Its mission is to offer practical, safe, versatile, and above all, useful solutions designed for both domestic and professional settings that enhance the daily food consumption experience in a responsible and intelligent way.

Sustainability, quality, innovation, service, passion, and expertise are the values that guide every decision and action.

At this moment, the company believes it is essential to present itself in a more contemporary, direct, and engaging way, supporting DOpla in a journey of renewal.

What we are looking for

DOpla is looking for innovative ideas and fresh creative insights that tangibly express the brand's desire to innovate and stay relevant. The goal is to **transform its market presence, moving beyond the "commodity" logic** (in which products are perceived as generic and indistinct), and instead affirm itself as an immediately recognizable and distinctive brand.

The aim is to **capture attention and generate visibility** by translating the brand's values into a tangible experience that provides a compelling reason to choose DOpla over its competitors.

Currently, DOpla stands out for its wide and diverse product portfolio, consisting of **8 product lines** (reusables, biopolymers, cellulose pulp, paper and wood, colored paper, table linens, printed PS/PP cups, food service) designed to meet both aesthetic and functional needs. The company offers solutions for every type of use, utilizing a **range of materials** to address the multiple demands of the market.

To explore the current product offering, please refer to the [official DOpla website](#).



Guidelines

To ensure the proper development of your projects, please carefully consider the following guidelines:

Project type

You are invited to submit product ideas that communicate a **qualitative leap in perception**. A set of concepts that represent an authentic transformation, showing that DOpla is present on store shelves not passively, but with a unique, strong, recognizable identity that looks toward the future.

Projects may fall under one of the following categories:

1. **New product / New product line / Innovative set**

An idea that responds to emerging needs in the tableware industry, breaking away from DOpla's current portfolio and from the "commodity" approach, something eye-catching and attention-grabbing at the point of sale.

2. **New function or feature for existing products**

An innovation that enhances the use of DOpla tableware or other catalog products and increases their perceived value. This category may also include new packaging concepts that combine functionality, sustainability, and visual impact, while offering a second life for the packaging itself.

3. **New strategic concept**

A product or material capable of opening new market scenarios and responding to the needs of younger generations and tomorrow's consumers.

You are invited to propose concepts that go beyond a simple aesthetic restyling, focusing instead on meaningful product innovations. The goal is twofold: not only to improve product functionality and impact but also to contribute to the research and definition of **an integration of DOpla's current visual identity**.

Values to Convey

The products must express the following core values that DOpla intends to communicate at this stage:

- **Innovation:** The brand's desire to progress, understood as a natural evolution that, while honoring the past, opens up to new perspectives and opportunities.
- **Appeal:** Regardless of the creative output, the project should stand out and leave a lasting impression on users.
- **Practicality:** Every proposal must be based on solid feasibility and implementability.
- **Identity:** It is essential that DOpla is immediately recognizable and that the project conveys its distinctive essence.



Style and Colors

The products should feature a contemporary style with carefully crafted aesthetics, aiming for a beautiful design that is pleasing to display and use. Shapes should maximize practical functionality.

Logo

You are invited to include the logo provided in the *Material files* wherever you find it most appropriate.

Dimensions

Below are indicative standard dimensions for the most relevant product categories:

- Flat plates: Ø220mm / Ø230mm
- Soup plates: Ø205mm / Ø220mm
- Dessert plates: Ø170mm / Ø180mm
- Cups: from 200ml to 600ml
- Cutlery: 180mm

Materials

The materials currently in use include:

Plastics

- Polistirene (PS6)
- Polipropilene (PP5)
- rPS: recycled post-consumer polystyrene
- R-PET: recycled PET

Biopolymers

- PLA (polylactic acid)
- Biocompost

Cellulose pulp

Paper

- Virgin fiber
- PE-coated paper
- PLA-laminated paper



Target and use contexts

The target audience is broad and diverse, encompassing various age groups and lifestyles. DOpla's potential users can be found across a wide spectrum of the population, all sharing the need for practical, functional, and versatile tableware. The reference buyer persona includes anyone who may require this kind of product in a variety of settings, from outdoor gatherings and parties to collective dining contexts, healthcare facilities, events, or concerts.

Submission 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.

You're invited to use the designated field on the submission page to attach a .zip file containing 3D files and high-resolution versions of the project images. The maximum file size for the .zip archive is 100MB.

Judging criteria

When evaluating the submissions, the Sponsor will consider the following criteria:

Functionality and Usability: 5/5

Aesthetic Quality: 5/5

Degree of Innovation: 4/5

Technical Feasibility: 3/5

Economic 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:	8 September 2025 – 9 December 2025 (1.59 PM UTC)
Concept review:	8 October 2025 (1.59 PM UTC)
Client vote:	from 9 December 2025
Winner announcement:	approximately by the end of February 2026



Concept review (optional)

Participants have the opportunity to request an optional review of their project by the Desall team by the date indicated above. To do so, they must 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 or through the contact form. **This review is entirely optional** 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

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 from the upload page dedicated to the contest will be accepted.

Award

1°: €5000

Extra Award (option right fee)

€2500

Throughout the duration of the option right, the Sponsor offers an additional opportunity to all participants by setting the compensation of €2500 for the purchase of the licence for the economic exploitation of projects not recognized as winning proposals.

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation.

For more information, log in and read the [Contest Agreement](#) from the Upload page. For questions about the brief, 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.