



Okbaby Foldable Baby Bathtub



Summary

Okbaby, in collaboration with Desall, is looking for innovative ideas for a foldable baby bathtub that is safe, functional, and easy to carry, designed for infants aged 0–12 months. The product must be manufactured without the use of injection-molding technologies.

Official page: <https://bit.ly/Okbaby-Foldable-Baby-Bathtub>

Company Description

Okbaby has always been a family-run company. Italian passion, experience, and hard work lie behind every product it has designed since 1976. Okbaby is proud to bring high-quality products for infants and children into families' homes. The company also recognizes the importance of offering customized services and tailored solutions to its distributors, ensuring a high degree of adaptability to best meet the needs of different markets.

What We Are Looking For

We are looking for a **foldable bathtub for bathing babies aged 0 to 12 months**, capable of minimizing its overall dimensions once stored, and easy to open and close with a single, intuitive motion, without requiring any assembly.

The aim is to develop an innovative, portable, safe, and functional product that can be manufactured at a competitive cost and **without the use of injection molds**.

Guidelines

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

Project Type

You are invited to propose a **foldable baby bathtub** that stands out through a **contemporary design** and an approach centered on portability, safety, and ease of use.

Key Features

- **Foldable** and **self-supporting** structure.
- **Opening** and **closing** with a **single intuitive movement**.
- Easily **portable** (via handles or other elements).
- **Reduced overall dimensions** when folded.
- Integrated, safe, and convenient **water drainage system**.
- **Wide, stable base** with a low, symmetrical center of gravity and **anti-slip system**.



Not allowed features

- The product must **not require assembly** to be used.
- It **cannot be inflatable**.
- No **harnesses**.
- No **internal reducer** (already present in the brand's catalog).
- No **wheels**.
- No **screws to be removed** in order to fold or store the product.
- Avoid **small detachable parts** that could be swallowed or cause a choking hazard.
- Avoid **cords or straps of excessive length** that could cause entanglement.

For examples of market-available products aligned with the project brief, please refer to the *Inspiration* section of the contest.

Style, Shapes, and Aesthetics

The bathtub should feature a **clean, essential, and contemporary style**, with forms and volumes free from elements potentially hazardous for this type of product. Specifically, avoid:

- Shapes that could **trap fingers or neck**.
- **Sharp edges, acute corners, pointed protrusions, or rough surfaces** that may cause cuts or abrasions.
- Structures that are too **thin or flimsy**.
- **Unstable structures** that could tip over or slide, even when filled, on slightly inclined surfaces.

The aesthetic language should convey **reliability, ease of use, visual quality, and a clear perception of safety and stability**.

Colors

There are no strict restrictions on the color palette.

Recommended:

- **Soft, delicate colors** associated with baby care.
- **Neutral variants** suitable for different usage contexts (home/travel).

A harmonized color range may be proposed if coherent with the product's identity and function. **Decorative graphics** may be printed directly on the product.



Logo

The company logo must be present on the product in a **visible yet discreet** manner and is provided within the downloadable *Material Files* on the contest page.

Dimensions

The bathtub must provide adequate space for bathing infants aged 0–12 months, while remaining compact when folded, lightweight, and easy to carry.

Indicative open dimensions: 60 L × 40 W × 20 H (cm).

Production technologies and materials

The bathtub must be manufactured using **industrial production technologies with low/contained costs. The use of injection molding is not permitted.**

Construction solutions should prioritize **strength and durability**, ensuring precision and reliability in folding areas.

Materials must:

- Be suitable for industrial production processes.
- Be safe for contact with babies' skin.
- Be water-resistant and waterproof.

Innovative materials are allowed if appropriate for the product. **Inflatable materials are not allowed.**

Context of use

The bathtub is intended for use:

- At home.
- During travel (hotels, vacation homes, camping, grandparents' home).
- In any context where a foldable, compact solution is needed.

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:

Degree of Innovation: 5/5

Aesthetic Quality: 4/5

Functionality: 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: 3 December 2025 – 10 March 2026 (1.59 PM UTC)

Concept review: 27 February 2026 (1.59 PM UTC)

Client vote: from 10 March 2026

Winner announcement: approximately by the end of May 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

1º: €4000

Extra Award (option right fee)

€2000

Throughout the duration of the option right, the Sponsor offers an additional opportunity to all participants by setting the compensation of €2000 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.