

**GLOBAL
PACKAGING
DISPENSING
LEADER**



**Next Generation
Dispenser**

Summary

New packaging design contest on Desall.com: a global packaging leader in the dispensing technologies invites you to design a new actuator for aerosol packaging with a focus on on-shelf / on-line style, environmental sustainability and user experience.

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

Company Description

The contest is sponsored by a major global packaging company active in dispensing and closure technologies working for big brand companies in beauty, personal care, and home care markets.

What we are looking for

We are looking for a disruptive actuator/dispensing cap design, capable of distinguishing itself for its unique shape and appeal, suggesting new gestures and experiences, in a general effort towards creating a more environmentally sustainable, safe and healthy, consumer aerosol packaging solution (next generation aerosols may be air powered and fully recyclable).

Guidelines

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

Product typology: you are invited to **design a new easy-to-use actuator/dispensing cap for aerosol packaging** (pressurised packaging) with a view to proposing a **highly recognisable and environmentally friendly product** that the customer can **easily identify** and **perceive as novelty** in all respects (see *Style and shapes* paragraph), which represents the major challenge of this competition.

As a reference for the full packaging design take into consideration both the current metal-based bottles and new recyclable PET based non-cylindrical containers (see [Inspiration](#) tab).

Aerosol products range: your actuator for aerosol packaging can be used in one or several circumstances (home, travel, public spaces, etc.), in one or several applications, including: Hair Styling, Dry Shampoo, Body Care, Deodorant, Sun Care, Foam, Shaving, Air Freshener, Surface Cleaning, Insect control, Paint, etc. For some examples of the current market, please see the [Inspiration](#) tab.

Style and shapes (key challenge): your actuator shall be **visually different**, be perceived as a **special product** on the shelves and on the e-commerce, as something that really **brings novelty** in terms of style and visibility for the whole industry. Even in the smallest size, **the actuator shall be unique, recognisable and attractive** for the customer. Generally, you are free to suggest the style and shapes you prefer, exploring a wide range of aesthetic solutions. However, keep into consideration also the need for the **actuator to be customised** for different brands and be used across several product typologies (see *Aerosol products range* paragraph). Besides, brands should be able to **customise the cap changing colour/s and face** (if any), using **different finishes** (for ex. metallised, textures, etc.), **inserting their logos** or in other ways.

Functions: in addition to proposing a fully functional and safe actuator (see paragraph *Actuator Requirements*), you can explore the following possibilities:

- **Reusable actuator/dispensing cap:** your solution might be reusable on another bottle after use;
- **Modulate spray rate and/or spray pattern diameter:** the user may change how much and in what way the formula is dispensed;
- **Actuator changes dispensing modality:** by using the actuator the user may decide how the formula should be dispensed, ex. from spray to foam, gel, etc.
- **Actuator becomes an applicator:** the actuator may provide an additional functionality/tool to apply the formula, for example to cover grey hair at roots, apply the make-up, paint, etc.

How to use: you are invited to suggest **new gestures** and **experiences** related to the use of your actuator, in order to create a further novelty element and elicit a **more rewarding user experience** (see for example the links in the [Inspiration](#) tab). Take into consideration that depending on the product application, the user might need to perform different actions.

Actuator requirements: your actuator shall be **safe for transit (on the go, travel, etc.) and e-commerce** (robustly built and prevent leakage), **suitable for bulk pallet storage and shipping**. The actuator shall not have any cover cap, as it would represent an element of inconvenience to the user experience, it might be insufficient for e-commerce (as it might fall off during transport) and goes against an environmentally friendly approach. The actuator should be **easy to use** (light force and ergonomics) and **easy to direct**, towards oneself (ex. hair spray, deodorant, sun screen, body moisturizing, shaving, etc.) or towards targets (ex. Spray paint, Insects repellent, Air freshener, surface cleaner, etc).

Sustainability requirements: your actuator shall be designed with a view to environmental sustainability, which means one or a combination of the following aspects: it shall have no cover cap (which might be lost), be realised preferably with sustainable materials (see *Materials and production technologies* paragraph), have a lightweight design, minimise the amount of material required, possibly take into account the need to easily separate the materials for recycling, ideally be reusable.

Actuator size: your actuator shall have a **diameter from 1 inch to 3 inches and from 0.7 inches to 3 inches tall**. However, keep in consideration that the **most ubiquitous and strategic size** (for the market and thus for this contest) **is the 1 inch diameter** dispenser, which is also the more sustainable and versatile option which you are invited to explore more than other sizes.

Materials and production technologies: you are free to **suggest new materials, recyclable plastics or other sustainable materials**, but they should be compatible with mass production technologies, in particular with **injection moulding**. The new actuator shall preferably be **single-material** (easier to recycle), be **lightweight** and **have maximum 3 components**, avoiding complex assembly.

Surface finishes: in view of enriching the user experience, you may suggest the combination of **different finishes**, for ex. combination of matte and glossy or other textures, the use of bi-injected materials, with soft touch finishes or other patterned textures.

Customers: the actuator shall be ideally designed for a very wide audience, from youngsters to the elderly. **But** we'll not exclude proposals targeting **only** one of these audiences.

Values to convey: your actuator shall be perceived as a new product, designed with a **great care for detail and aesthetics**. A **secure-for-transit** solution, **good and sustainable for the planet, easy and pleasant to use**. It shall be perceived as a **safe, healthy and green product**. It shall be **intuitive, engaging and interactive, functional and convenient**, an **affordable** yet a **quality product**.

Deliverables: upload all the images that better present your projects, **showing your actuator in a full packaging solution (integrating the bottle in metal or plastic)**. For presentation purposes, you are also invited to **give a name to your concept** and at your discretion, to provide a headline, description, list of benefits and what makes you passionate about it. You are invited to also provide **renderings, 3D files** and **other materials useful** for the final evaluation, to be included inside the .ZIP archive.

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

Consumer safe / Environmentally sustainable (5/5)

Aesthetics (disruptive) (5/5)

Functionality/usability (4/5)

Size of the market potential (4/5)

Degree of innovation (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: 05th December 2019 – 5th March 2020 (1.59 PM UTC)
Client Vote: from 5th March 2020
Winner announcement: approximately before the end of May 2020

Optional deadlines

Concept revision: 7th January 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.

Brief revision (04/02/2020):

For a better understanding of your proposals, based on the input of the Sponsor, you are invited to present your projects showing several views and providing further descriptions regarding the gestures, use scenarios, functionalities, feasibility, etc.

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 “Next Generation Dispenser” will be accepted.

Award

1°: €5000

The selection of the winner by Sponsor 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 3,000.00= (three-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.