



Ophthalmic Delivery Design

Summary

New New Idea contest on desall.com: Bormioli Pharma and Desall invite you to design an innovative delivery system for liquid drugs dedicated to the ophthalmic sector (eye care), with the aim of improving the patient experience relating to this category of products.

Official contest page: <https://bit.ly/Bormioli-Ophthalmic-Delivery>

Company description

At Bormioli Pharma we design and manufacture pharmaceutical packaging systems, which every year arrive in the hands of millions of patients all over the world. We are present in Europe with 10 factories and we count on the commitment of more than 1400 people to bring our products to over 100 countries.

We like to consider ourselves a “start-up” with an experience of over 100 years, born in a historical industrial reality and become an independent company in 2017. This allows us to be solid and dynamic at the same time. In recent years we have invested relentlessly, strengthening our production capacities, acquiring new companies, but above all making innovation a lever for growth.

With this spirit we have created our own model of Open Innovation, a system based on the sharing of skills and the opening of our processes to the outside world. Because we believe that collaboration is the engine of change and that new ideas can improve people’s lives.

What we are looking for

Bormioli Pharma is looking for a **multi-dose delivery system for the administration of ophthalmic products** or ocular therapies in which the drug is taken in liquid form.

The main objective is therefore to search for alternatives to the current models of administration of multi-dose ophthalmic products in which administration via drops is favored, significantly improving the user experience.

NB. This contest deals with issues compatible with the **Bormioli Pharma Ophthalmic Dosing Design** contest, and it is therefore recommended to participate in both contests.

If you wish to participate in both contests it will be necessary to make separate uploads for each contest, for the **Bormioli Pharma Ophthalmic Delivery Design** contest by presenting an in-depth analysis on delivery solutions, for the **Bormioli Pharma Ophthalmic Dosing Design** contest, by presenting an in-depth analysis on systems dosage.

Guidelines

For the correct implementation of your proposals, please keep in mind the following guidelines:

Product typology

Currently the products dedicated to the administration of liquids for ocular therapies can be:

- Disposable products, in which a single dose of substance is contained in a disposable vial printed together with a closure that can be torn off at the time of use.
- Multi-dose products consisting of a bottle (usually flexible), a screw cap and a delivery element (dropper). Some models feature a particular microbiological barrier to preserve the drug.

You are therefore invited to devise a **new multi-dose delivery system** (NOT disposable) consisting of:

- a dispenser that provides a completely different administration system from the current “drip” model.
- a container bottle in which the liquid drug is contained during its lifespan.
- the medical device that houses the dispenser and can be connected to the bottle.

The product must be simple to use, solving the main problems of the current delivery system, for example by changing the position of the hands and head during intake, the system with which the user keeps his eye open, the way in which the user center the the eye when applying the drug, hence completely changing the “drop” administration model, etc ...

Other aspects to consider are user safety during the administration phases and a design approach linked to environmental sustainability.

Methods of use

The liquid delivery and storage system will be used in a personal and independent way by patients and non-professional users, in contexts of daily routine, home/work/travel. Please note that the product can also be used by patients with disabilities (visually impaired, with motor problems in the limbs or hands). The issue of inclusiveness therefore becomes important in the proposal of solutions.

The product must be easily transportable and preferably usable with one hand.

Style

The aesthetics of the product must be minimal and modern. The product must communicate and ensure reliability, robustness, a sense of trustworthiness, safety and ease of use.

Colours

For a series of color indications, refer to the [corporate visual identity](#) of Bormioli Pharma.

Logo

You are encouraged to include the graphic symbol that makes up the company logo on the case of the product, ensuring that it receives adequate visibility. The vector file of the logo to be inserted is provided in the *material files* that can be downloaded from the contest page.

Dimension

The product must be sized with reference to bottles with a capacity between 5 and 20 ml

Materials

The materials allowed are PET, PE, glass, rubbers/silicones suitable for pharmaceutical use.

Deliverables

Upload detailed descriptions and a series of images to best present your projects. The images visible in the gallery (maximum 5) must have an aspect ratio of 4:3; accepted file formats: .jpg, .gif or .png; color mode: RGB; maximum single file size: 1MB. During the upload phase of the project, **you are invited to upload a .zip archive containing the 3D files and high-resolution images of the proposals** via the dedicated field. Maximum size of the .zip file: 100MB

Evaluation criteria

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

Innovation 5/5

Functionality 5/5

Technical feasibility 4/5

Eco-compatibility 4/5

Project presentation 3/5

Language

Desall is an international community, and as such all submitted texts should be written in English (abstract, description, tags, ecc.)

Contest Timeline

Upload phase:	21 April 2022 – 21 July 2022 (1.59 PM UTC)
Concept review:	20 May 2022 (1.59 PM UTC)
Client vote phase:	from 21 July 2022
Winner announcement:	approximately by the end of September 2022

Concept review (optional)

Designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com or through the contact form. **The review 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 criteria

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.

Award

1°: €5000

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)

€2500

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €2500 for the purchase of the license 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

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.