



Re-shape Infusional



Summary

New **New Idea** contest on desall.com: Bormioli Pharma and Desall invite you to design a new collapsible container for intravenous infusion therapy.

Official contest page: <https://bit.ly/Bormioli-Re-Shape-Infusional>

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 **new container for intravenous infusion therapy**. Unlike rigid glass containers, the pouch containing the liquid drug will need to be collapsible/squeezable to take up less space when empty or when the liquid decreases. The container must also be freestanding, i.e. able to support itself independently if placed on a surface. The goal is to propose these or other innovative elements related to the product subject of the contest to innovate the current offer on the market. The object must still be able to be used in a traditional way, that is, to be hung on standard supports.

Guidelines

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

Product typology

Intravenous administration can be used to correct electrolyte imbalances, administer drugs, transfuse blood components and blood products, or replace fluids. Compared to other routes of administration, intravenous is the fastest way to distribute fluids and drugs throughout the body. A standard intravenous infusion set consists of a sterile container (glass bottle, plastic bottle, or plastic bag) pre-filled with fluids with an attached set, which allows the fluid to flow one drop at a time, making it easy to identify the flow rate (and also reduce the possible formation of air bubbles).

The infusion set is in turn made up of: a bayonet connector that allows you to pierce the rubber closure of the bottle containing the fluid once the aluminum cap is removed; a transparent plastic well (or drip chamber) into which the infusion drips; a long tube with a clamp to regulate or stop the flow. At the end of the infusion set there is another connector that allows the connection with a needle or another infusion component into the same vein.

The project aims to develop **new containers for infusion therapies** capable of replacing or expanding the range of current containers currently on the market and produced by Bormioli Pharma. The main features required are:

- Collapsible/crushable container.
- Free standing container.
- Possibility of being hung.
- Preparation of all the housings for the main connection elements provided for the plastic version and for the glass version (rubber stopper/metal closing ring).
- Design aimed at utilizing all the product (drug) and avoiding waste.
- Other elements of innovation.

Other aspects to consider are the versatility of the product and its ease of use.

Methods of use

The container for infusion therapies will be used by professional medical personnel in hospitals, field hospitals, and in emergency situations.

The product must be collapsible and at the same time free standing on flat surfaces. It is necessary to provide for the possibility of hanging the product to facilitate the flow of the fluid drug by gravity.

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

The container for infusion therapies must be transparent to allow anyone to check the level and state of the liquid inside.

For other 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.

Dimensions

The product must be sized for a capacity from 100ml to 1000ml.

Materials

Plastic materials 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 – 20 July 2022 (1.59 PM UTC)
Concept review:	20 May 2022 (1.59 PM UTC)
Client vote phase:	from 20 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.