



shopfittingchallenge

Summary

New contest on Desall.com: Cefla relies on the community of Desall for the realisation of an innovative trolley with a compact size and a functional design, to offer to its clients a distinctive and characterising element inside their points of sale.

Official contest page: <http://bit.ly/CeflaShopfittingChallenge>

Company Description

Created in 1932 as a cooperative specialised in electrical and thermohydraulic plant systems, Cefla is now a multi-business reality, active across the world and orientated to innovation in its own products and services.

Our history is our identity, made by people and professionals who have the customer and their project at heart. This is the heritage we carry inside us and which is handed down from generation to generation.

Cefla today is made of different entities that share the same important objectives, operating in various business sectors:

Business Unit Shopfitting: furnishing solutions for the mass retailers.

Business Unit Medical Equipment: united, dental radiology and sterilisation

Business Unit Finishing: painting, decorating and ennobling processes

Business Unit Plant Solutions: civil and industrial plants

What we are looking for

After the community vote the contest gallery will be turned private.

Cefla is looking for a new functional trolley, easy to move, with compact size and clean design, suitable for several contexts among the mass retailers.

The trolley shall be able to translate the innovative drive of Cefla into a new iconic product for the brand and serving at the same time as a distinctive and characterising element within the points of sale.

Guidelines

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



Product typology: you are invited to propose the design for a new **compact** and **functional** trolley, that may fit inside the ecosystem of Cefla Shopfitting products, in terms of style and interaction.

Size: the trolley shall have **compact dimensions**, with a **basket capacity of about 80/90 L** (traditional trolleys usually have 200 L capacity). Consider a **height of 85/87 cm** for the sides and an **adequate depth for the basket** so to avoid back strain when putting the merchandise on the checkout.

Materials: the trolley might be **entirely made of plastics**, **entirely made of metal** (wire and/or pipes) or in **hybrid version**, with the employment of both plastic and metal materials. In case of hybrid solutions, the basket is usually made of plastics while the base in metal (pipe).

Avoid the use of materials subject to weathering, as the trolleys might be kept in specific areas outside the points of sale.

Weight: according to the materials you decide to employ, the trolley shall in no way exceed 10 KG of weight, so to guarantee the best manoeuvrability.

Style: the trolley shall have a **captivating and clean design**, **clean in the line** and **ergonomic**. It shall at the same time present itself as an **innovative product**, part of a greater ecosystem of Cefla products. It shall convey to the consumer a sense of **robustness** and **ease of movement**.

Colour indications: you can think of **several colour options**, from a single colour for the whole product to specific colours for some parts or details. Keep into consideration that the trolley might be offered by Cefla in a customised and adapted version according to the brand of the distribution client.

Accessories: the trolley you suggest **may not provide for children transportation**, however it must have other functionalities, such as a **handbag hanger** and/or **basket partition/divider** for keeping aside the more fragile merchandise or personal belongings.

In addition, it **shall provide the possibility to install other accessories**, also in view of a greater interaction of the trolley with the whole Cefla ecosystem (checkouts, shelving, etc.). In particular, you are required to include:

- **Coin lock** – with a traditional coin lock, trolleys are usually nested for storage in lines and are locked one another through a 13 cm long chain;
- **Tablet/smartphone mount** – think of a way to easily mount a tablet or smartphone on the trolley to enable future interactions with beacon technologies or smart payment systems.



Logo/branding: your trolley should **enable its customisation** through the employment of the **logo and of other elements of the brand of the distribution client**. However, it should also be meant as **an iconic product of Cefla**, with its shape and style, supporting the Cefla brand within the points of sale (see *Material files* for the Cefla logo).

Mobility: the trolley should enable the **maximum mobility** within the point of sale, **enabling the movement in all directions** (to date the employment of **four pivoting wheels** is preferred, but you might think of alternatives as well). The user should be able to **push or pull** the trolley with the maximum ease and should be in the condition to put down and pick up the merchandise from the basket with the **least possible effort, without any back strain**.

Where to use: given the compact size, the trolley will be mainly addressed to **small-size grocery stores, medium and large size non-food stores** (i.e. sport apparel, shoe-shop, electronics, etc.) or in **large grocery stores in support of greater capacity trolleys**.

In-line storage: a core feature of your trolley is the possibility to be nested in one another; your **trolleys should occupy the least possible space when nested in lines** outside the points of sale, locked with one another through a chain fixed on the blocking system of each trolley. Design your trolley so to **achieve the minimal amount of space needed when nested**, to reduce the overall storage space.

Extra functionalities (nice to have): taking into consideration the current ecosystem of Cefla products for the mass retailers (checkouts, shelving, trolleys, etc.) you are invited to propose innovative functionalities, technologies, accessories, services and interactions to include in the Cefla Shopfitting offer, in order to increase and improve the user experience inside the point of sale. Think of a possible employment of apps, beacon-technology based payment methods, the integration with other technologies, etc.

Warehouse depot (nice to have): you are invited to think of a solution that enables to store the idle trolleys inside the warehouse of the points of sale, reducing to its minimum the overall space needed for storage. You can also think of solutions that imply the disassembly of the trolley or the removal of some parts, in order to enable the points of sale to keep aside some trolleys during the low-season periods and put them to use when needed.

Production technologies: the trolleys will be manufactured through wire/pipe bending/cutting machines, welding robots and injection moulding technologies for plastic materials.



Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .zip archive containing extra materials. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Language: Since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Timeline

Upload phase: 10th October – 19th December 2016 (1.59 PM UTC)
Community Vote: 19th December – 26th December 2016 (1.59 PM UTC)
Client Vote: from 26th December 2016
Winner announcement: approximately before the end of January 2017

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 "Cefla shopfitting challenge" will be accepted.

Award

1st: €3000.00

The selection of the winner by Cefla 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 price of Euro 1,500.00= (one-thousand-five-hundred) for the purchase of the exclusive property of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page.

