



EASY TO OPEN – INVENTION COMPETITION

COMPETITION RULES

1 September 2008

Subject of the competition

Design a package for daily consumer goods or medicines aimed at consumers that can be easily opened.

Competition categories

The competition is open to all private individuals.

In addition, the competition has an honorary mention category aimed at companies. Companies can enter the honorary mention category with a daily consumer goods or medicine packages that are

- a) already on the market
- b) in the design phase

The honorary mention category is open to product manufacturers, companies commissioning packages, packaging companies and design agencies.

Evaluation criteria

The critical factors relating to how easy it is to open the package* are used as the evaluation criteria for competition entries. These include:

Opening mechanism

- Visibility of the opening mechanism
- Clarity of the opening mechanism
- Keeping the grip from the opening mechanism
- Tightness of the opening mechanism
- Breakage of the opening mechanism
- Strength needed to open the package
- Need to use both hands in opening the package

Packaging material

- Rigidity of the packaging material
- Slipperiness of the packaging material

Package

- Keeping the grip from the package
- Breakage of the package while opening
- Product staying inside the package after opening

** Scientific background for the basis of an international standard for easy-to-open packages. Final report of the NICE –project EASYOPENPACK 2006-2008. Nordic Innovation Centre. June 2008.*

Additional evaluation criteria include the usability of the package and the ability to re-close it, the suitability for the product in question and the environmental friendliness. The novelty of the competition entry, inventiveness and potential for commercialisation are also used as evaluation criteria.

Duration of the competition and submission of entries

The date of the competition is 1 September–1 December 2008. Competition entries should be submitted by post to: Minna Myllykoski, Suomen Reumaliitto ry, The Finnish Rheumatism Association, Iso Roobertinkatu 20-22A, 00120 Helsinki, Finland. The envelope should be marked with the text “Invention competition”. Entries can also be submitted by fax to +358 9 642 286.

All entries that have been received by 4 pm on 1 December 2008 will be accepted for the competition. The entries should be submitted as a plan and/or prototype for the jury to evaluate. Late entries will not be considered.

Jury

- The Finnish Rheumatism Association: Tita Ström, Health Manager (Chair), Minna Myllykoski, Project Coordinator (Secretary)
- The Helsinki Rheumatism Association: Pirkko Hyvärinen, Eeva Holopainen
- The Foundation for Finnish Inventions: Kusti Alasalmi, Project Manager
- The Finnish Association of Designers Ornamo: Lena Strömberg, Secretary-General, Professor Heikki Metsä-Ketelä, Industrial Designer
- Finnish Design for All network: Päivi Tahkokallio, Project Manager
- Association of Packaging Technology and Research: Terhen Järvi-Kääriäinen, Research Manager
- Tekes’ Futupack network: Anna Alasmaa, Technology Expert
- VTT: Raija-Liisa Heiniö, Senior Research Scientist
- The Finnish Grocery Trade Association: Anna Salminen, Food Product Expert
- Finnish Food and Drink Industries’ Federation (ETL) ry: Elisa Piesala, Food Product Expert
- Pharma Industry Finland: Maija Gohlke, Special Adviser

All the jury members are bound by the obligation to maintain secrecy. The presentation of the entries to the entire jury will be organised by representatives of the Finnish Rheumatism Association, the Foundation for Finnish Inventions, the Association of Packaging Technology and Research, and the Helsinki Rheumatism Association.

Prizes

Three entries will be presented with prizes in the competition category. The winner will receive EUR 3,000, the entry in second place EUR 2,000 and the winner of the third place EUR 1,000.

The Foundation for Finnish Inventions will provide the winning entries with the opportunity to

apply for protection of industrial property rights free of charge and to continue developing their inventions in cooperation with the Foundation. The support from the Foundation for Finnish Inventions only applies to entrants who pay their taxes in Finland.

In the honorary mention category, both a consumer goods package and medicine package may be awarded a prize.

The Jury reserves the right to make a different decision on the above presentation of prizes.

Announcing the results

The winning entries and receivers of honorary mentions will be presented to the public and the media in Tekes' Futupack seminar in the spring 2009.