PERFUME REFILL CAP DESIGN



Summary

A leading multinational company in the packaging industry and Desall invite you to design a new refill dispensing cap for refilling perfume bottles at home, featuring a simple, intuitive, and safe mechanism that ensures a quick and convenient refilling experience while preventing direct contact between the user and the fragrance.

Official page: https://bit.ly/Perfume-Refill-Cap

Company Description

The contest is promoted by a leading multinational company in the packaging industry, active in the field of dispensing technologies, which has chosen to keep its brand anonymous for the time being.

What We Are Looking For

We are looking for a **new cap that enables perfume bottles to be refilled** at home through a simple, intuitive, and safe process.

The project shall propose an innovative solution that enables the transfer of the fragrance from the refill container to the perfume bottle, while preventing the user from coming into contact with the liquid and minimizing the risk of leaks and product contamination.

Particular attention shall be paid to the simplicity of the mechanism, the sustainability of the refill cap, and its integration with existing packaging.

The refill cap shall also be reusable for multiple refill operations and ensure easy fitting and removal.

Guidelines

For the proper development of your proposals, please consider the following guidelines:

Project Type

You are invited to design a **reusable refill cap** to be fitted directly onto the perfume bottle after removing the pump, allowing the fragrance to be transferred from the refill container to the bottle.

The refill cap shall be suitable for filling a glass perfume bottle equipped with a removable screw-on pump.

The solution may be activated through simple and natural actions, such as pressing, rotating, or screwing, or through other intuitive movements, without requiring particular strength or skills from the user.

It may also use gravity or other fluid dynamic principles to facilitate the transfer of the liquid, provided that the process remains controlled, quick, and safe.

The refill cap shall provide a stable connection between the refill container and the perfume bottle, ensuring a controlled transfer of the fragrance while preventing leaks, drips, or accidental spills throughout the entire refill process. Once assembled onto the refill container and turned upside down, the system shall ensure a leak-tight seal.

The system may include an automatic flow shut-off when the maximum filling level is reached, preventing the perfume bottle from being overfilled.

Solutions introducing innovative interaction modes compared to the refill systems currently available on the market will be positively evaluated.

State of the Art Analysis

You are invited to **review the solutions currently available on the market** and conduct an appropriate **patent search** to avoid proposing systems that already exist or are protected by intellectual property rights.

To view examples of products currently available on the market that are relevant to this brief, please refer to the *Inspiration* section of the contest.

User Experience

The refill cap shall provide a simple and intuitive user experience, making the refill process quick and accessible even to users with no prior experience. The refill cap shall be easy to assemble, use, and remove, without requiring complex procedures or dedicated tools.

Throughout the refill process, the following shall be minimized:

- accidental leaks or spills;
- risk of contamination during fragrance transfer;
- user contact with the fragrance;
- assembly or operating errors.

The refill procedure shall also clearly communicate to the user both the correct connection between the components and the completion of the refill, including in cases where the perfume bottle does not allow the fragrance level to be visually checked.

Visual Appearance

Given the product positioning within the premium fragrance market, **the design and aesthetic quality of the refill cap are key elements of the project.**

The proposed solution shall convey quality, precision, and attention to detail, while remaining consistent with the perceived value of premium perfume bottles and packaging. The solution shall integrate harmoniously with existing perfume bottles, resulting in an elegant and discreet product.

Clean, contemporary concepts that can be easily customized through geometry, colours, surface finishes, or graphic details will be positively evaluated, provided that the product's structural simplicity is not compromised.

Sustainability

Sustainability is one of the key elements of the project.

The proposed concepts shall pursue maximum structural simplification, giving preference to:

- a configuration consisting of the smallest possible number of parts and, where technically feasible, a single-component design;
- ease of assembly and disassembly;
- the use of recyclable materials;
- reduced material usage and overall product weight;
- a design approach focused on reusability and end-of-life circularity.

Manufacturing Technologies and Materials

The proposed concepts shall be technically feasible from a manufacturing standpoint and compatible with the main industrial plastic injection-moulding technologies. The use of a single polyolefin material, either PP or PE, is preferred to facilitate the manufacture, disassembly, and recycling of the refill cap. To maximize recyclability, metal components and materials that are incompatible with the recycling stream of the predominant material, whether PP or PE, should be avoided.

A detailed level of engineering is not required; however, the concept shall be credible, manufacturable, and consistent with the requirements of the packaging industry.

Dimensions

There are no specific dimensional constraints.

The dimensions of the refill cap shall be consistent with the most common configurations of glass perfume bottles equipped with a removable screw-on pump and shall ensure practical and ergonomic use at home.

Target

The product is intended for premium fragrance brands wishing to offer their customers a simple, sustainable at-home refill experience consistent with the premium positioning of their brand.

The target users are consumers who value product experience, aesthetics, and sustainability.

Submission materials

Provide a detailed description and up to five images to effectively present your project. Images must have a 4:3 aspect ratio. Accepted file formats are .jpg, .gif, and .png. Colour mode must be RGB. The maximum file size is 1 MB per image.

You are also invited to use the designated field on the submission page to upload a .zip archive containing the 3D files and high-resolution versions of the project images. The maximum file size for the .zip archive is 100 MB.

Judging criteria

When evaluating the submissions, the Sponsor will consider the following criteria:

Functionality 5/5

Degree of Innovation 4/5

Technical and Economic Feasibility 4/5

Sustainability 4/5

Aesthetic Quality 3/5

Language

As Desall is an international community, all texts submitted with the project, including the abstract, description, and tags, must be written in English.

Contest Timeline

Upload Phase:	28 July 2026 – 26 November 2026 (1:59 PM UTC)
Concept Review:	15 September 2026 (1:59 PM UTC)
Client Vote:	from 26 November 2026
Winner Announcement:	approximately by the end of February 2027

Concept Review (Optional)

Participants have the opportunity to request an optional review of their project by the Desall team by the date indicated above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request to the Desall team via email at contest@desall.com or through the contact form. **This review is entirely optional** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

Eligibility and submission

Participation is free and open to creative talents of any nationality aged 18 or over. Participants may submit one or more projects; however, only projects submitted through the dedicated contest upload page on www.desall.com will be accepted.

Award

1° Award: €5000

Extra Award (option right fee)

€2500

For the duration of the option right, the Sponsor may acquire a licence for the commercial exploitation of any non-winning project by paying the participant a fee of €2500.

The selection of the winner will be made at the Sponsor's sole discretion.

For more information, please log in and read the **Contest Agreement** available on 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.