

## APPLICATION FORM - Submission Details

**Submission Date : 07/03/2019 9:31 pm**

<b>Unique Submission ID</b>	83
<b>Terms and Conditions acceptance</b>	Yes
<b>First Name</b>	Mirjam
<b>Middle Name</b>	Lois
<b>Last Name</b>	de Bruijn
<b>Artistic Name</b>	
<b>Team Members</b>	2
<b>Nationality</b>	Dutch
<b>Gender</b>	Male
<b>Date of Birth</b>	
<b>Mobile Number</b>	
<b>Country</b>	Netherlands
<b>State / Province</b>	Netherlands
<b>Town / City</b>	Amsterdam
<b>Street Address 1</b>	
<b>Street Address 2</b>	
<b>Postcode / Zip</b>	
<b>University (just for students)</b>	
<b>Document</b>	

---

**Document Number**

---

**Prize Category**Packaging Solutions

---

**Project Title**Twenty

---

**Source of the used material**

---

**Type of plastic involved**

---

**Other materials involved**

---

**Years of production**

---

**Edition**

---

**Weight and Dimensions**

---

**Manufactured by**

---

**Describe your project accurately and how you developed your idea**

From creams to cleaning agents, most of our household products contain more than 80 percent water. What if that water is left out and added later? It would save a lot of unnecessary transport, CO2 emissions and packaging. This is what I proposed with 'Twenty'. Because being more sustainable doesn't have to be difficult. Here, a cleaning detergent, dish soap and shampoo are concentrated into soluble granules, a tablet and liquid capsule. Once home, it's just a matter of turning on the tap and giving it all a good mix. After her graduation I found a co-founder named Ilse Kwaaitaal with whom I started a search towards the right ingredients in order to make the products that her concept applies to happen. Together they hope to launch the first ever dissolvable shampoo capsule in Twentytwenty/2020. The product started when I found out that there is 80-95% of water in all our liquid household products (detergents etc) and cosmetics (mascara, toothpaste, cremes, shampoo). Meaning that 4 out of 5 trucks transporting these products are basically transporting water to homes that already have water. I started looking for solutions and found the shampoo bar. A block of soap that functions as a shampoo. After using it, I realized that the use of a soap block didnt provide the same comfort as a normal liquid shampoo. Which meant that shampoo bars wouldn't be a solution for the average consumer who isn't 100% sustainability focussed. I therefore started looking for an alternative that would provide the same comfort as the ordinary product but with the benefits of a soap block by using design as a tool to make the product attractive for consumers. Buying a high quality bottle once, instead of a new one each month, offers a new perspective on the shape and materials of a bottle and how you brand a bottle. The main purpose of the design of current bottles is to attract attention on a

supermarket shelf. I made the branding much more subtle to blend in with the spaces these bottles will be in and made them visually attractive so that the marketing attention now comes from platforms such as Instagram. Other assets of the products are, storage space and weight of groceries and liquid luggage when traveling.

**Picture 1 - Cover**



**Picture 2 - Designer Portrait**



**Picture 3**



**Picture 4**



**Picture 5**



**URL**

<http://www.mirjamdebruijn.com>

---

<b>URL</b>	<a href="https://www.youtube.com/watch?v=AxwtVcsp3aQ">https://www.youtube.com/watch?v=AxwtVcsp3aQ</a>
<b>URL</b>	<a href="https://www.twentyproducts.com">https://www.twentyproducts.com</a>
<b>URL</b>	
<b>Email</b>	
<b>Modified Date</b>	

---