

Open Innovation Challenge



It is with pleasure that IKEA invites you to an Open Innovation Challenge, for proposals on **E-labels**, based on Printed Electronics.

WHAT ARE WE LOOKING FOR?

Part of the IKEA way of working is designing and producing products to be sellable on a large no. of markets, to avoid product versions and to keep cost down. One way of achieving few product versions, over time, could be changeable product information. We are therefore looking into Electronic Labels, that can display different product information, depending on which market they are sold on.

The idea is attaching a "blank" e-label in production, that can be activated at a point in the value chain where the product's destination is known. This means that the e-label need to be able to communicate to trigger the display of information, that is either downloaded or stored. Once activated, the display needs to be able to maintain its information.

The information to display includes complex, substantial text and symbols in roman and non-roman letters. Label sizes vary, depending on product, but have up to 15 cm sides on occasion.

Possible approaches include, but are not limited to, pixelated displays, electrochromic displays or layered solutions.

THE SUCCESSFUL PROPOSAL

The successful proposal is based on technology and/or functionality that:

<ul style="list-style-type: none">• can communicate digitally, for switching on or changing information.• can display digital information, in the form of multi language text and symbols.• can maintain the displayed information over time. Please consider your options for powering the solution.
<ul style="list-style-type: none">• can be attached to product or packaging.
<ul style="list-style-type: none">• is robust enough to endure value chain handling and wear and tear.• is made of non-hazardous, non-toxic, sustainable or recyclable materials.• is equally or less expensive than current communication carriers.
<ul style="list-style-type: none">• has substantial durability, considering product storage.

Interesting proposals can be, but do not have to be, ready products, prototypes or technology. IKEA is aware that this is an area under development and would be interested also in game changing technologies, where additional research or development is needed.

Please note, by submitting a proposal to the above Open Innovation Challenge, you confirm that your proposal contains non-confidential information only.

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WHAT HAPPENS TO YOUR PROPOSAL?

Your proposal will be assessed in two steps. First its technical feasibility will be assessed by an IKEA partner, RISE Acreo, contracted by IKEA for this task. Solutions judged as technically feasible will be brought forward to an IKEA internal potential ranking, in which one or more winners will be selected.

We are expecting a large no. of proposals, which is why we will not be able to communicate extensively with participants. If your proposal is of interest, we will get in touch with you for in-depth discussion.

There are several possibilities for a winning proposal; how it is dealt with depends on what is appropriate for the proposal at hand. E.g. Supply agreement, Technology licensing, Technology acquisition or a funded Development agreement.

CHALLENGE TIMELINE

The Open Innovation Challenge is open for proposals: Dec 5, 2017 – Mar 31, 2018. Proposal evaluation will commence on closing the challenge and decisions taken will be communicated within 9 months.

FINANCIALS

Financial set up will be agreed on a case by case basis.

For reference information on the IKEA business, please refer to: www.ikea.com/ouryear.

SUBMITTING A PROPOSAL

Please submit your proposal, summarized in the enclosed file, to the address below.

For Questions, please refer to the same address.

Thank you in advance!

For contact:

elabel@ikea.com

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