

Got a Great Idea? Let's Make It Happen Together!

The **Furukawa Electric Institute of Technology(FETI)** is launching a nationwide **student product development competition** for university students in Hungary.

The challenge is to design innovative products made from **RevoGran®**, a material developed by FETI.

RevoGran is a composite material produced by recycling used beverage cartons, offering an opportunity to transform waste into **high-value-added products**. After processing, the waste is converted into granules suitable for **injection moulding or extrusion**.

We have already completed numerous production trials. Now, we want to see **your ideas**.

We are looking for more than just ideas.

We are seeking product concepts that:

- address a **real market need**,
- are **sustainable**,
- are **durable and functional**,
- are **aesthetically appealing and competitive**,
- can be **manufactured under industrial conditions**, and
- are **commercially viable**.

The ultimate goal of the competition is to identify promising product concepts that could later be developed into **prototypes and potentially even market-ready products**.

Who Can Apply?

The **RevoGran Design Challenge** is open to individuals and teams whose members have **active student status at a higher education institution at the time of submission**.

BSc, MSc and PhD students are all eligible to participate.

Teams may consist of students from **different fields of study or even different higher education institutions**.

Lecturers, researchers and other university staff may support applicants as **mentors or consultants**, but they may not participate as competitors.

We particularly welcome applications from students in fields such as:

- Product Design
- Industrial Design
- Industrial Product Design Engineering
- Mechanical Engineering
- Innovation Management
- Engineering Management
- Other engineering, technical or design-related programmes

Submission Requirements

Applications must be submitted in the form of a **PowerPoint presentation in English**.

The presentation should include the following:

1. Product Description

- application / area of use
- function
- target group
- visual concept

2. Market Need

- What problem does the product solve?
- Who are the potential customers?
- Why would there be demand for the product?

3. Suitability of RevoGran

- Why is RevoGran a suitable material for manufacturing the product?
- What sustainability benefits does its use provide?

4. Manufacturability

- proposed manufacturing technology
- design-for-manufacturing considerations
- expected technical challenges

5. Business Concept

- material requirements
- estimated manufacturing costs
- proposed selling price
- estimated market size
- business potential



Timeline

Open Day & Kick-off Event for Applicants and University Representatives

Date: 13 October 2026

Venue: FETI, 28/A Késmárk Street, 1158 Budapest, Hungary

Programme:

- Introduction to RevoGran
- Overview of the manufacturing technology
- Presentation of product samples
- Q&A session
- Networking

Key Dates

- **Application deadline:** 27 November 2026
- **Pre-selection:** 1–5 December 2026
- **Final and Award Ceremony at FETI:** 10 December 2026



Prizes – Worth Several Hundred Thousand HUF

Grand Prize: HUF 300,000

Awarded to the submission selected as the **best overall entry by the professional jury**.

The professional jury will include:

- **Gergely Litkai**, sustainability expert and founder of Dumaszház
- Executives and engineers from **Furukawa Electric**
- University lecturers and industry experts
- Representatives of **Tetra Pak** and other partner companies

Tetra Pak Special Prize: HUF 150,000

Awarded to the most innovative submission from the perspective of the **circular economy and beverage carton recycling**.

FETI reserves the right to enter into further discussions with applicants whose concepts demonstrate the greatest potential, with a view to **industrial development, prototype production and potential market launch**.