

The Award for the Best Carton Packaging of the Year 2013



Categories

- Beverages
- Confectionery
- Beauty & Cosmetics
- Food
- Non-food
- Pharmaceuticals
- Shelf Ready & Display
- Volume Markets

CLOSING DATE
6TH JUNE
2013
CARTON AWARD

Special awards

- Carton of the Year
- Most Innovative
- Sustainability Award



PRO CARTON

Association of European Cartonboard and Carton Manufacturers



ENTER ONLINE

www.procartonecmaaward.com

Foreword by Roland Rex President Pro Carton



There is no better opportunity than the Pro Carton/ECMA Award, Europe's most important award for packaging made of cartonboard, to demonstrate how innovative and creative cartons are. Make the most of this opportunity to showcase your best carton designs! All partners in the packaging supply chain are welcome to participate – the cartonboard and carton industry, designers, brand owners and the retail trade. Everyone who contributed to a prize winning project will receive Europe-wide publicity.

Every year a host of European media publish articles about the competition. Our E-news reaches over 9,000 interested parties in the fields of design, branded goods industry and retail trade. In addition, Pro Carton provides all award winners and finalists with a number of marketing tools for their own communication purposes.

Besides giving all the relevant data on the award winners and finalists, the award brochure presents the success stories behind the creation of the best packaging – important Best Practice examples for everyone involved in packaging. And since last year, all the award winning packaging goes on tour throughout Europe.

The greater the commitment of all parties in the packaging supply chain, the more effectively the award can be used as a marketing platform for each entry, and the more publicity can be generated for the results of the participants.

Use this opportunity to present your achievements to the European public – for yourself and your project partners! All partners in the packaging supply chain are cordially invited to enter their most efficient and creative solutions – starting now – on www.procartonecmaaward.com!

We look forward to your participation!

A handwritten signature in black ink, consisting of a long, sweeping line that curves downwards and then back up, followed by a few smaller, more intricate strokes.

Roland Rex
President Pro Carton

Pro Carton/ECMA Award - Marketing

The Pro Carton marketing activities

- **Award ceremony** at the ECMA Congress 19th September 2013 in Dubrovnik
- High quality **photography** of all entries
- **Videos** of the judging for each category
- **E-news** to over 9.000 European contacts: brand owners, retailers and designers
- **Press releases** to key supply chain media in 22 countries
- **Website** publication on www.procarton.com, www.ecma.org and www.procartonecmaaward.com
- Winning cartons are included in the rotating **presentations** on www.procarton.com and www.ecma.org
- **Award brochure**, including all winners, finalists and entrants, printed in English - All winners with success stories and jury comments - All finalists with short descriptions
- All news and Award brochure report published on www.procartonecmaaward.com in **5 languages**: English, French, Italian, German and Spanish
- **Awards** for winners, certificates for finalists
- **Roadshows** with winner and finalist cartons at fairs, congresses, events, etc., throughout Europe



Marketing ideas for: Pro Carton/ECMA Award winners and finalists

- National celebrations at events, meetings, etc. for your associations
- Company events with your team and packaging supply chain partners
- National / local press activities
- Promote your successful carton with the Award logo
- Use Award logo as link to www.procartonecmaaward.com
- Use Award logo for any publication material
- Add your successful carton with Award logo to your sales presentations
- Mailing of the Award brochure to your customers, etc.
- Printing and mailing of "your" page from the brochure
- Winner and finalist cartons available for exhibitions at fairs, congresses, events, etc.
- Etc.

Rules for Entry, Criteria, Procedure

Judging criteria

- Structural design
- Graphic design
- Marketing concept
- Innovation
- Carton manufacturing sophistication
- Packaging performance
- Machineability, processing and handling



- The judges will select from all entries the Carton of the Year, the Most Innovative Design and the Sustainability Award. This Award will be judged as the entry that best demonstrates the sustainability of cartons and cartonboard

Entrants are asked to highlight specific "sustainability attributes" with their entry

Rules for entry

- All entries must be manufactured for sale
- Entries may be submitted by anyone but all entries must have been printed and converted by an ECMA or Pro Carton member
- All entries must be produced predominantly from cartonboard or cartonboard laminated to microflute (with a depth of 1mm or less)
- All entries must have been produced and sold in 2011, 2012 or 2013
- Promotional cartons either for cartonmakers or cartonboard manufacturers cannot be entered
- If entries need to be returned, this will be at the cost of the entrant
- All entries must be accompanied by a completed entry form signed by a company representative and with a written approval from the brand owner
- All entries should wherever possible contain the product for judging purposes. This is not essential for perishable goods
- Each entry will be judged on the merits of the carton only
- For the volume market category, carton entries must have been sold in quantities exceeding 1 million units. "Families" of cartons which exceed this quantity may be entered
- Entrants may submit unlimited entries
- The carton manufacturer's name should not appear on the carton if possible. If it does, it will be hidden from the judges
- Three examples of each entry should be submitted
- All entries should be submitted under one of the categories. Entries may be reclassified at the judges' discretion
- The finalists will be announced in August on www.procartonecmaaward.com
- The results will be announced at the ECMA Congress: 19th September 2013 in Dubrovnik
- Pro Carton and ECMA reserve the right to use all entries for publicity purposes
- The decision of the judges will be final

Procedure for entry

- Entry forms must be signed by a representative of the company making the entry
- A letter of approval, signed by the brand owner, must accompany each entry
- A minimum of three samples, preferably with contents, should be submitted for judging
- If the content is not available please replace with a dummy or a photo to give an impression of the packaging/product concept
- Entry forms should be completed as fully as possible in English, French, German, Spanish or Italian
- Carefully pack and send entries to
Pro Carton/ECMA
Laan Copes Van Cattenburch 79,
NL-2585 EW The Hague, Netherlands
- Entry fee/s: € 100.- per entry; further entries per entrant/production unit: -25%; early bird entries by 2nd May: -10% should be paid as indicated on the entry form. No entry will be accepted unless the full fee has been paid
- **Entry- and brand owner approval forms in English, French, German, Italian and Spanish are available at www.procartonecmaaward.com**
- Closing date 6th June 2013

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Pro Carton/ECMA Carton Awards 2013 – Online entry only

1. Please complete and submit the online entry form on www.procartonecmaaward.com.
2. Once you have submitted the online form, please print, sign and submit with the brand owner approval to Pro Carton/ECMA, Laan Copes Van Cattenburch 79, NL-2585 EW The Hague, Netherlands.
3. Please ensure the accuracy of all this information. It will be published in all printed and internet media without further checking.

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This folder is available in PDF format; the entry and brand owner approval form are available in Word format on www.procartonecmaaward.com and www.ecma.org in English, French, German, Spanish and Italian.

If you need any further information please contact Pro Carton or ECMA.

Pro Carton

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Please return with entries before 6th June 2013 to Pro Carton/ECMA,
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