

Pro Carton/ECMA Carton Award



PRO CARTON



Introduction by Roland Rex, Pro Carton



Now in its sixteenth year, the Pro Carton / ECMA carton awards have over the years, shown the invention and skills of carton makers and each year it seems that the level of ingenuity increases. 2012 was certainly no exception and it was very encouraging to see several companies who have entered for the first time. Once again entries arrived from across Europe and all of the categories in which the cartons are judged were well represented. I would therefore like to thank all those companies who entered this year, especially those who entered for the first time and feel sure that the marketing effort Pro Carton devotes to this award will provide benefits for them.

I am also grateful to the Judges. This year we had two new judges as our regular Chairman was unable to join us and was most ably replaced by John Parsons, Chairman of Siebert Head as Chairman of the judging panel. Also joining us for the first time was Stan Akkermans of Mars. The panel was completed by Andreas Nolte from Edeka who began being a judge last year. They had a difficult task as you can read in the comments from John, and so I would like to offer my thanks for their time, expertise and commitment to these awards. I am also grateful to our technical advisor Peter Klein Sprockelhorst who has once again provided invaluable advice to the judges.

In the earlier years we tended to focus all the publicity after the event on the winning cartons but as the margins of difference have decreased and judging has become more difficult, we have, in the last two years, increased the exposure of all the entries. As you will see in John Parsons's comments there was a great deal of discussion in most of the categories and so we have tried to demonstrate what can be achieved using carton packaging by providing in this booklet not only details of the winning cartons but also of the finalists.

Packaging is one of the key elements in the success of a brand and increasingly we are hearing that, with so many purchasing decisions being made at the point of sale, the packaging is the key in persuading a customer to buy. Also packaging is increasingly been seen as a marketing medium and its value as such is being proven and recognised as can be seen in the latest Pro Carton study on this topic. With the new means of communication such as QR codes, packaging will become even more important in the marketing mix and so cartons, being made from a totally renewable resource, offer brands an opportunity to put their products in packaging that attracts consumers, works well for the consumer and is the best packaging medium in environmental terms.

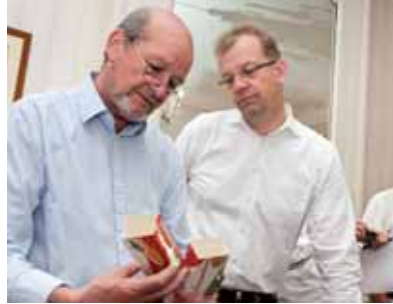
I very much hope that this booklet will both interest and intrigue you. We feel that this has been one of the strongest years in the recent past and both the winners and finalists demonstrate clearly that commitment to excellence, flair and innovation are amongst the major strengths of the carton packaging industry.

Roland Rex
Chairman Pro Carton
September 2012

Chairman of the Jury Comments from John Parsons



A. Nolte, S. Akkermans, P. Klein Sprockelhorst, J. Parson



The first comment to make is the very positive impression created by the large number of entries covering the eight award categories. This is a real testament to how well regarded the Carton Awards continue to be considered within the carton and cartonboard industries.

The second comment is the even more positive impression created by the high standard of quality and the variety of entries submitted within all categories. Whilst there were inevitably some categories with a greater number of entries, which really tested the jury members to reach a consensus due to the excellence of candidates provided, our overall view was that cartonboard can be justified in its positioning as a pre-eminent material for packaging and POS display.

This was my first occasion as head of the Judges and, as I believe in previous years, the jury found the selection of winners a very challenging process, with lengthy discussions and on some occasions, strong but healthy debate. As the jurors represented differing parts of the supply chain – retailer, brand owner and designer – each viewed the entries from a slightly different perspective but respected the overall need to assess entries against all the judging criteria.

An interesting aspect this year for the first time, were a number of entries that featured interactive, digital marketing features. The interconnection with the consumer is constantly evolving, with changing market forces and technology that need to be recognised and harnessed by brand owners and carton manufacturers alike. It was warming to see that such innovation and approach to cartonboard packaging was not just marketing led but evident in press and production technology and finishes, as well as packaging material construction.

The jury was always keen to hear and understand the “behind the pack/product” scenarios about the entries. Some of the simplest packs as well as the more complex, had ‘hidden’ and clever manufacturing and production innovation that enhanced performance, processing and handling. We were indebted to Peter, as the jury’s technical advisor, in identifying some of the more sophisticated and intricate production techniques being employed.

Whilst the jury had to make some hard decisions to select category winners and the three prized special awards, the feeling was that cartonboard packaging continues to produce and demonstrate the highest quality of innovative, sustainable and consumer compelling packaging.

Well done to all who entered and I’m convinced from what has been seen this year, that the same high standards will be maintained and exceeded in the coming year.

John Parsons
July 2012

The Jury

John Parson SiebertHead (Chairman of the Jury)

John Parsons is Executive Chairman of Siebert-Head, the longest established brand and packaging design consultancy in the UK. Among John’s responsibilities are strategically directing innovative and creative design solutions that are consumer compelling, technically deliverable and generate commercially effective success for client brands. Having worked previously on the client side, John brings an insight and experience that is grounded in an absolute commitment to working in partnership with clients to deliver engaging and intelligent brand design.

Stan Akkermans Mars

Stan Akkermans was trained as an Industrial Engineer and General Manager with a focus on the packaging industry. He began his career in 1995 as Management Trainee at Plantijn Casparie. In 2000 he joined Mars Inc. where he advanced to Graphics Project Manager and moved to Germany in 2007 where he worked in the European Business Innovation team as Portfolio Manager. He recently moved to Holland where he is now responsible for the European procurement of all packaging design & innovation agencies.

Andreas Nolte EDEKA

After a traineeship as retail salesman and studying business management, Andreas Nolte was Market Maker for Options on Stocks in Frankfurt and London. In 1993 he took on the role as managing director of Nolte aktiv-markt GmbH – a family-run business, which will celebrate its 50th anniversary in 2012. The company owns seven supermarkets under the Edeka brand. Another supermarket is to be added next year.

Peter Klein Sprockelhorst (Advisor of the Jury)

After being trained as a mechanical engineer, Peter Klein Sprockelhorst decided to join the paper-processing industry. In 1982 he became managing director of Zedek Deventer Holland (which today belongs to the Smurfit Kappa Group) and turned the company into a major display and packaging supplier in Europe. He successfully acquired two companies in Belgium, built a greenfield factory in the Czech Republic and established sales offices in Germany, France and the UK. He retired in 2008, but with 45 years of experience is still active as an independent consultant.

Official name of entry | Taittinger Rose Lens

Entrant: Carton producer | VG Angoulême

Brand Owner | Taittinger

Structural Designer | VG Angoulême

Graphic Designer | Taittinger

Cartonboard manufacturer | Iggesund Paperboard, Mayr-Melnhof Karton





Sparkling packaging

Brand owner Champagne Taittinger decided to go for the 3D sparkling bubble effect because it was brand new. From then on, things moved ahead at a furious pace. Aurélie Lorenzo, Van Genechten Sales Director Premium Packaging said "We wanted to proceed as fast as possible to be the first on the market, and we did it! Nobody had achieved this before us." Only four months had passed between the first talks and delivery, a record. The main challenge was placing the sparkling bubbles on the new carton – this is where the most trials and adjustments took place. "We conducted a number of trials, also with matt and glossy effects, to find the perfect combination for Taittinger."

The result conveys fruitiness, "delicatesse" and the bubbling charm of the Rosé Champagne in a most elegant manner. The subtle graphic design underlines this effect. Using matt lacquer at selected points supports the effect of the "pearls" and gives the packaging sophistication and a silky tactile feeling. A true eye-catcher on the shelf, the pearly bubbles provide that "First Moment of Truth" (FMOT) and support the aura of the champagne. Customers and the retail trade are delighted with the new packaging.

Jury Comments:

The astonishing quality and huge impact at the point of sale were, the judges felt, the main reasons that they awarded this carton the accolade of Carton of the Year. The "bubbles" were printed in such a way that they looked as though they were actually spheres and it was not until they were touched that one realised that they were in fact completely flat. In a market that is fiercely competitive the Judges felt this carton had instant appeal and standout and demonstrated perfectly what quality can be achieved when printing on cartonboard.

Official name of entry | Termo Astuccio "Frusta Sorrentina"

Entrant: Carton producer | **Boxmarche spa**
 Brand Owner | **Forno D'Asolo s.p.a.**
 Structural Designer | **Michele Pierfederici, Boxmarche spa**
 Graphic Designer | **Forno D'Asolo s.p.a.**
 Cartonboard manufacturer | **Stora Enso**



Hot, hot, hot

Boxmarche was involved right from the beginning in the development of the new packaging and provided the structural design. Brand owner Forno d'Asolo wanted a special folded carton for catering on aircrafts: a product which could be heated in an oven together with its deep-frozen content without burning. Microwave ovens are not permitted on aircrafts, only conventional ovens.

Boxmarche had the ambition of developing packaging that is completely different from all existing concepts. Prior to heating, the two specially designed areas on the sides are pressed inwards using the thumbs to avoid overpressure in the oven. After heating, only the centre strip needs to be torn open which divides the box into two halves. This allows one to eat a hot sandwich without burning or soiling. The carton is also subjected to special treatment (Jazz heat treatment) which creates the barrier for heating in the oven.

Jury Comments:

An excellent concept that worked well and delivered exactly what it was designed to do. Often this type of packaging works well but then using it when the food is hot can be a problem. By having a tear strip in the middle of the carton, when the pannini was cooked the carton can be removed from the oven, split in two and then used to hold the hot pannini. In addition two small push perforations had been added to allow air to escape safely whilst being heated but without the risk of contamination during shipping.

Official name of entry | Green Packaging bei Ja! Natürlich

Entrant: Brand Owner | Ja! Natürlich, REWE Group

Carton producer | Druckerei Ratt Dornbirn

Structural Designer | Meier Verpackungen

Graphic Designer | Atelier Freiraum, Wien

Cartonboard manufacturer | Stora Enso



It had to be cartonboard

In 2011, the Ja! Nature's Way blueberries were presented for the first time in their new, visually attractive folded carton with a cellulose foil viewing window. This significantly distinguished the packaging from that of the competitors, both in terms of design as well as the materials used. Ja! Nature's Way is fully committed to "Green Packaging" and wood as a raw material. By 2015 up to 70 tonnes of plastics will have been saved for fruits and vegetables – blueberry packaging alone saved 3 tonnes in 2011.

Right from the beginning the largest bio brand in Austria, Ja! Nature's Way, was committed to 100 per cent bio and the principle of sustainability. Since 2011, product packaging is being converted step by step to eco-friendly renewable materials. All plastic trays in the fruits and vegetables sector have already been replaced by cartonboard. The objective is to reduce plastics, and thus oil as a raw material, as far as possible and to commit to packaging which complies with sustainable principles. This implies the reduction of fossil raw materials and the use of renewable energies, the efficient design of transport flows and avoiding unnecessary printing inks.

Jury Comments:

The carton had been designed to replace the plastic packaging that is used for so many fruit and vegetable products in retailers. It had been designed to be delivered flat but also could be easily erected for use. Being made solely from cartonboard it would be easy to recycle. The graphic design reinforced the environmental attributes and the judges felt that of all the entries this carton best demonstrated the sustainability attributes of cartonboard.

Official name of entry | Beiersdorf mini essentials

Entrant: Carton producer | Clondalkin Pharma & Healthcare UK
 Brand Owner | Beiersdorf UK Ltd
 Structural Designer | Clondalkin Pharma & Healthcare UK
 Graphic Designer | Design Activity and Mango Consultancy
 Cartonboard manufacturer | Iggesund Paperboard



Small gift, big results

After the briefing by Beiersdorf, Clondalkin presented one of its "Push Top" - designs. Beiersdorf then asked whether a variant was possible which could be opened on both sides – which was possible and passed all tests in practice. The result is an innovative, hexagonal design which can be opened like a typical English Christmas Cracker.

Clare Wright, Nivea Gifting Manager said "A cost-effective, yet singular design which allows us to stand out in stores during a highly competitive season. The market for gifts increased by 1.2 per cent in 2011 – Nivea grew by 13.2 per cent! This is the first concept we have used for the second year running, as it is an eye-catcher on the shelves and generates interest." Adds Ray Grundy, Clondalkin Business Development Manager "As far as I know this is the first time that a gift packaging runs for two consecutive years." And consumers have also responded enthusiastically: "Nivea For Men Prepare to Get Festive Gift" is one of my favourite gifts, I buy it to place under the Christmas tree and also want it for its miniature bottles, perfect for overnight stays, for weekends etc. And the packaging is very festive."

Jury Comments:

Whilst the Judges had seen this type of construction in other sectors, they felt it was the first time that had seen it used in the cosmetic market. It was attractive at the point of sale and the twist opening at both ends was intuitive and easy to use. It was also easy to close again after use and would be attractive across a wide demographic. They felt it would be an ideal gift and the various graphic designs used in the range were attractive and appealing.



Official name of entry | **strellson loaded**

Entrant: Carton producer | **Carl Edelmann GmbH**
 Brand Owner | **Holy Fashion Group, Strellson AG;**
License: **Mäurer & Wirtz**
 Structural Designer | **Carl Edelmann GmbH**
 Graphic Designer | **Peter Schmidt Group**
 Cartonboard manufacturer | **Sappi Alfeld GmbH**

Sporting ribbon

The briefing was to create a new way of closing packaging using only cartonboard and a textile ribbon. The challenge was the combination of a textile and a printed ribbon. The textile element is part of the brand's sporty appeal.



Official name of entry | **Biocomplete**

Entrant: Graphic Designer | **bandke consulting branding + design**
 Carton producer | **rlc packaging group, Hannover**
 Brand Owner | **Rudolf Lenhart GmbH & Co. KG**
 Structural Designer | **brandpacklc packaging group, Hannover**
 Cartonboard manufacturer | **Iggesund Paperboard**

Alternative range

Biocomplete is a novel oral care product range for the LOHAS (Lifestyle of Health and Sustainability) target group. The packaging gives the standing tube a new look and saves 20 per cent material compared with conventional toothpaste cartons.



Official name of entry | **Pack Colección Bella Aurora**

Entrant: Carton producer | **Karbest, S.L.**
 Brand Owner | **IMC Med Cosmetics, S.A.**
 Structural Designer | **Karbest, S.L.**
 Graphic Designer | **IMC Med Cosmetics, S.A.**
 Cartonboard manufacturer | **International Paper**

Curved lines

The objective was to create eye-catching and innovative packaging for a classic product. The result is a carton without any right angles, which opens exquisitely like a flower. This approach has been confirmed by a doubling of sales.

Official name of entry | **Coeur de cognac**

Entrant: Carton producer | **VG Angoulême**
 Brand Owner | **Remy Cointreau**
 Structural Designer | **VG Angoulême**
 Graphic Designer | **The Brand Union Paris**
 Cartonboard manufacturer | **Stora Enso, Korsnäs**



At the core of packaging

The customer's briefing was to the point: in future, all packaging was to be without plastic windows to save materials sustainably. However, windows were still required to display the extremely elegant bottle. Anchoring the heavy product safely in an open carton was a technical challenge in itself. So it appeared logical that folded carton manufacturer Van Genechten Angoulême was involved in the project from the beginning.

The result is a folded box, open on both sides, which is designed to perfectly secure and protect the bottle, at the same time being clearly visible for consumers. The mother of pearl gloss of the lacquer creates a soft glittering effect, giving the product added prominence. Marcelle Bordas-Levazeux, Key Account Manager Produits de Luxe at Van Genechten said "Our solution is being sold across Europe and is a big success on the market. We have already received several re-orders."

Jury Comments:

What impressed the judges about this winner was that usually in cognac boxes the cartons are enclosed whereas on this one the bottle is displayed openly behind a large round cut out. They also felt that the structural design was perfect in that it was very strong and with such a high value product it is vital to ensure that the bottle is well contained and safe. Great visibility of the product allied to the safe and sturdy design ensured that this carton would appeal to consumers on the shelf.



Official name of entry | Hendricks Curiositorium Gift Pack

Entrant: Carton producer | **Chesapeake Branded Packaging**
 Brand Owner | **William Grants & Sons Ltd**
 Structural Designer | **Chesapeake Branded Packaging**
 Graphic Designer | **Here Design**
 Cartonboard manufacturer | **Korsnäs**

Encore

This carton presents the product on a theatre stage, at the same time protecting the contents and providing a base. The pack can be opened and closed easily in-store to apply and remove anti-theft devices.



Official name of entry | Madonna Smirnoff limited Edition

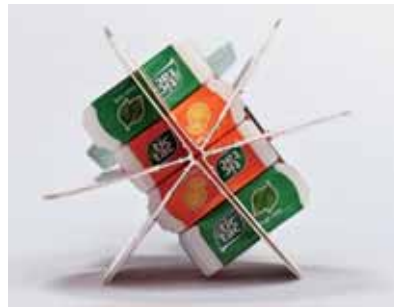
Entrant: Carton producer | **Cartondruck GmbH**
 Brand Owner | **Diageo Polska**
 Cartonboard manufacturer | **Mead Westvaco**

Spotlight on Madonna

Elaborate, stunning design with numerous "spotlights" and a special feature: an integrated insert containing a VIP Pass Card with a special code for getting access on the internet for more information on Madonna's tour and albums.

Official name of entry | tic tac Fan-Rassel

Entrant: Carton producer | STI Group
 Brand Owner | Ferrero Deutschland
 Structural Designer | STI Group
 Graphic Designer | Alias Werbung
 Cartonboard manufacturer | Stora Enso



The sound of packaging

To give young talents insights into the field of packaging design, the STI Group sponsors the bi-annual STI Design Award directed at students enrolled at international design universities. One of the tasks of the 2010 Awards for the upcoming creatives was: "Create packaging for the football world championships 2014 in Brazil that will appeal to fans.". The rhythm instrument Maraca, which is typical for Brazil, won the Award. This inspired Ferrero to commission the STI Group designers to design a fan rattle for tic tac, the reason being: the shaking of a pack of tic tac and the typical sound of a rattle could be combined perfectly with the idea of a Maraca.

The fan rattle was widely used in football grounds and the "sound" became well known. Each rattle included two packs each of tic tac Mint and Orange. By using cartonboard, individual country-specific and event-specific production was possible. For the customer, the use of sustainable, easily recyclable cartonboard was important. The individual tic tacs could be removed from the packs without tearing the carton apart. Additional added value was gained as the sound could be altered by changing the filling depth.

Jury Comments:

This pack astonished the jury who said they had never seen anything like it before. Launched around the European cup football to appeal to a wide range of people, the construction was sophisticated, contained, and displayed the product well and had the added advantage of being a football rattle utilising the rattling of the Tic Tacs. In addition the design was well conceived as the pack was made from a single piece of cartonboard. A very clever concept that was well designed and made.



Official name of entry | Adventskalender 2012

Entrant: Carton producer | **Offsetdruckerei Schwarzach**
 Brand Owner | **Gaber Backwaren**
 Structural Designer | **Offsetdruckerei Schwarzach**
 Graphic Designer | **irr Werbeagentur & Matthias Müller**
 Cartonboard manufacturer | **Sappi Alfeld GmbH**

Enchanting and practical

A festive carton with an elaborate, integrated pop-up. High quality finishing provides especially attractive, delicate tactile effects. The packaging is also shelf-ready and can be refilled and re-used.



Official name of entry | Smarties Disney 3x Giant Tubes

Entrant: Carton producer | **Chesapeake Branded Packaging**
 Brand Owner | **Nestlé ITR**
 Structural Designer | **Nestlé ITR, Chesapeake**
 Graphic Designer | **Nestlé ITR**
 Cartonboard manufacturer | **Tullis Russell**

High quality brand design

An eye-catcher for the specific requirements of the Duty Free Market in current Smarties design. A multi-part round box with integrated carrying handle. The added bonus can be seen through the transparent lid and partially silhouetted metallised paper indicates the high quality.



Official name of entry | Suitcase Sleeve, Toblerone 750g

Entrant: Carton producer | **Model PrimePac AG**
 Brand Owner | **Kraft Foods, Schweiz**
 Structural Designer | **Model PrimePac AG**
 Graphic Designer | **formeldrei, CH-Bern**
 Cartonboard manufacturer | **Iggesund Paperboard**

Packaging on a trip around the world

Gift packaging in the unique Toblerone shape with the unexpected look of a vintage suitcase with a special closing mechanism. Reactions from the worldwide retail trade and consumers were overwhelming.

Official name of entry | Ampullenverpackung

Entrant: Carton producer | Carl Edelmann GmbH
 Brand Owner | Weleda AG
 Structural Designer | Carl Edelmann GmbH
 Graphic Designer | Elbe Design Hamburg, Weleda AG
 Cartonboard manufacturer | International Paper



Where less is more

The partnership between brand owner and the designers of machines and packaging ran smoothly from the outset. The objective was to develop a new and flexible packaging process for ampoules and to create a packaging which was positively different to the competition from a visual point of view also by saving space and providing the packaged products with good protection. They were also easy to remove.

The mission was completed after one and a half years. Machine manufacturer Uhlmann Pac-Systeme developed the packaging process including filling and also built the machine. Also new were the automated forming of the insert, automated side-loading feeding and the bonding of the insert and outer packaging. Together with folding box manufacturer Edelmann, this resulted in a ideal packaging. The graphic design was provided by Weleda. A simple and attractive solution, three colours on the outside, one colour inside, protected with dispersion lacquer, and launched for the first time on the market in the spring of 2012.

Jury Comments:

A perfect functional carton that did exactly what it was designed for. The internal structure held the ampoules very safely so they would not be damaged in transit. This internal structure was made completely from cartonboard so the whole pack was made from a single material. Special folding and gluing units were designed to ensure that the carton could be produced and packed fast and efficiently.



Official name of entry | Etui mit integrierter Packungsbeilage

Entrant: Carton producer | **Carl Edelmann GmbH**
 Brand Owner | **Dr. Kade Pharmazeutische Fabrik GmbH**
 Structural Designer | **Carl Edelmann GmbH**
 Graphic Designer | **Heymann Brandt DE Gelmini Werbeagentur AG**
 Cartonboard manufacturer | **Iggesund Paperboard**

Elegant additional benefit

A case with an integrated package insert. The sealed case with package insert can be removed comfortably by the consumer. As an additional benefit, the elegant case can be used as a holder for the tablet blister.



Official name of entry | Folding box with 3D lens

Entrant: Carton producer | **Karl Knauer KG**
 Brand Owner | **GlaxoSmithKline Consumer Healthcare GmbH & Co. KG**
 Structural Designer | **Karl Knauer KG**
 Graphic Designer | **GlaxoSmithKline Consumer Healthcare GmbH & Co. KG**
 Cartonboard manufacturer | **Buchmann**

Carton in focus

The 3D lens makes this solution unique. It highlights the Chlorhexamed key visual and reinforces the impact at the point of sale. At the same time, the new premium packaging is suitable for vending machines and can be processed on the same machines as the current solutions.

Official name of entry | Ben & Jerry's 'Wich

Entrant: Carton producer | Contego Packaging

Brand Owner | Unilever

Structural Designer | Contego Packaging

Graphic Designer | Ben & Jerry's Europe-Unilever

Cartonboard manufacturer | Korsnäs



The well-organised deep freezer

In early October 2011, brand owner Unilever contacted Contego. The idea was to create a folded carton for eight separate Ben & Jerry ice cream bars. The problem was that ice cream bars had so far been placed loose in the deep freezers, which looked untidy. A solution was sought where eight ice cream bars could be placed in a folded carton and also that at least two cartons could be stacked next to each other.

The basis for the packaging concept was based on a table display, a novel concept, as the selling of individual ice creams was not common practice in retailing, normally they are sold in multi-packs. The new display is supplied closed to the trade. The upper part of the display can be removed via a tear strip and the eight ice cream bars are positioned neatly underneath. Contego recommended using a "Full Kraft Board" as material as this carton offers a certain water-resistance and is also strong enough. A precise time schedule had to be adhered to following the initial contact. The first folded boxes were delivered in mid-February, and the first trays were in the shops in June 2012.

Jury Comments:

A deceptively simple looking carton that was ideally designed to fulfil the function of containing frozen items during transport and then being simple to convert to a display and dispensing tray so the products could be easily selected and removed. The tear off section worked well and the internal fitment held the products well and made them easy to remove when required.



Official name of entry | Speick Natural Face Display

Entrant: Carton producer | **Chesapeake Branded Packaging**
 Brand Owner | **SPEICK Naturkosmetik**
 Structural Designer | **Chesapeake Branded Packaging**
 Graphic Designer | **Karius & Partner GmbH**
 Cartonboard manufacturer | **Korsnäs**

Sustainable and stable

A single piece, exclusive and ecological display solution for a new product development. The generous design area for recognition of the brand was requested by Speick. Only good reactions have so far been received from the retail trade.

Official name of entry | Cupholder Müsli & Yoghurt

Entrant: Carton producer | **WS Quack & Fischer GmbH**
 Brand Owner | **Mc Donalds Poland and Peter Kölln KGaA**
 Structural Designer | **WS Quack & Fischer GmbH**
 Graphic Designer | **Katarzyna Kielczewska, DDB Poland**
 Cartonboard manufacturer | **Mayr-Melnhof Baiersbronn**



Handy and fresh

Originally McDonald's had considered placing the cups next to each other. After a number of tests, WS Quack & Fischer came up with the idea of placing the cups on top of each other. This saves on material, requires less space in the refrigerated section and handling in the car is also very easy. Thomas Eicker, Head of Sales and Marketing at WS Quack & Fischer said "I believe there is no other solution available for two cups on top of each other at present. That alone separates us from the competition."

The clear design is in line with McDonald's New Generation Global Packaging Concept. The colours symbolise the freshness of the product and the "Cupholder Müsli & Yoghurt" needs extremely little space on the refrigerated shelf. The extremely high level of sustainability of this solution is also a decisive advantage for McDonald's. Thomas Eicker adds: "The new shape will attract consumers' attention, and the simplified handling will make customers remember the product. But the main benefit is, no doubt, the sustainability. Sometimes there is a lot more to what may seem a simple solution!"

Jury Comments:

This entry looked deceptively simple but was perfect for its intended use. A comparatively simple cartonboard construction held two pots inside safely and securely and had the added advantage that the lower container that was below the packaging had been designed to fit neatly into a cup holder in a car so the contents could be mixed and eaten safely in a car. The inward sloping sides enhanced the graphics and the whole carton was appealing and functional.



Official name of entry | Gü Ramekins - Christmas 2011

Entrant: Carton producer | **Firstan Ltd**

Brand Owner | **Gü Puds**

Structural Designer | **Firstan Ltd**

Graphic Designer | **BigFish Ltd**

Cartonboard manufacturer | **Iggesund Paperboard**

Sparkling delight

The "Gü ramekin" product range sparkles with dessert designs. The glossy foil gives the packs a festive Christmas look, and the carton can also be used during the rest of the year with different designs. The concept has proven successful on the market.

Official name of entry | Folding box with measuring device

Entrant: Carton producer | **Karl Knauer KG**
 Brand Owner | **Stähler Deutschland GmbH & Co. KG**
 Structural Designer | **Karl Knauer KG**
 Graphic Designer | **Stähler Deutschland GmbH & Co. KG**
 Cartonboard manufacturer | **International Paper**



Sustainability in high doses

The cartonboard folding box with re-sealable dispenser opening and tamper-evident closure is based on a concept by the the Karl Knauer company. It was developed further and optimised for the slug pellet product. This solution guarantees the consumer both the originality of the product as well as easy handling. After use, the packaging can be resealed firmly which fully protects the slug pellets.

Michael Wieckenberg, Head of Marketing at Karl Knauer said "Our design differs from conventional solutions, mainly in that it is made of a mono-material and can be erected, filled and sealed in a fully automated process. This allows for highly economical production and packaging processes. The main benefit is the extremely simplified recycling process which makes this product highly sustainable."

Jury Comments:

The judges had never before seen this type of carton for this market. The comparatively simple design contained a tamper evident seal which once opened had behind it a sliding mechanism that allowed the contents of slug pellets to be safely dispensed. They felt this was a great improvement on the more usual container with a squeeze plastic lid as it was just as safe and simpler to use. With such a product, safety is vital and this carton delivered in full on that count. It was also made from a single piece of cartonboard and could be machine packed.



Official name of entry | Claro View Polar

Entrant: Carton producer | **MMP Neupack**
Brand Owner | Claro Products GmbH
Structural Designer | Ivica Djuric
Graphic Designer | Diefux
Cartonboard manufacturer | Mayr-Melnhof Karton, Hamburger

Clear message

Absolutely unmistakable – the design replicates the contents, with all the products necessary for cars during winter. This makes it immediately recognisable by consumers, all parts of the collection fit into the packaging perfectly and are easy to identify through the window.



Official name of entry | Kreditkartenbox

Entrant: Graphic Designer | **BAMBERG kommunikation**
Carton producer | Höhing Druck Heilbronn
Brand Owner | FGA Bank Germany GmbH und BW-Bank AG
Structural Designer | Höhing Druck Heilbronn
Cartonboard manufacturer | Tullis Russell

Experience information

The high quality presentation of credit cards for the automobile trade also offers a tactile experience. All the important elements for the target group "dealers" are combined in a single pack and replace time-consuming information events.



Official name of entry | Mercedes SL Espresso-Tassen Set Verpackung

Entrant: Carton producer | **Siemer Kartonagen GmbH**
Brand Owner | Kahla/Thüringen Porzellan GmbH
Structural Designer | Siemer Kartonagen GmbH
Graphic Designer | Kahla/Thüringen Porzellan GmbH
Cartonboard manufacturer | Garnett

Prestige counts

The plain matt satin carton conveys raw power and the gold and silver embossing foils were added in a single process. An impressive box with magnetic closure as a gift for Mercedes customers which protects the valuable contents in style.

Official name of entry | Bacofoil Classic 30cm

Entrant: Carton producer | Lucaprint S.p.A.

Brand Owner | Wrap Film System

Structural Designer | Wrap Film System

Graphic Designer | Wrap Film System

Cartonboard manufacturer | Reno de Medici



Cartonboard in perfections

The design details are impressive. The unique cutting edge is made of cartonboard, so that the entire folding box can be disposed of without removing the cutting edge, which is necessary with aluminium or plastic cutting edges. It provides easy, safe and consistently straight cutting. Attached to the base, it utilises the structural strength of the box. Prior to purchase it is covered by the longer front side and protected from being damaged. Diamond-shaped side panels offer robust attachment to roll dispensers and provide maximum comfort in use.

The "Bacofoil" packaging is the sum of many years' experience in the development of wrapping foil systems. The consumer is provided with a perfect product: easy to open, easy to use and re-use, and finally, easy to recycle. The features of the new folding carton are exceptional: the foils are protected perfectly on the shelf and in the kitchen. The box can be completely recycled and therefore offers unbeatable sustainability.

Jury Comments:

This looked like a conventional foil carton but the judges then saw that the cutting strip was not made of the usual plastic or metal but of paper. This was they felt sure the first time they had seen this in use. It worked very well in cutting the foil and in addition the carton was designed with lugs that could be pushed in from the ends to hold the tube more securely so making dispensing easier. The carton was also designed to be easily refillable. With the paper tear strip this carton was now made entirely of cartonboard and had no other material so simplifying recycling.



Official name of entry | McDonald's Share Box

Entrant: Carton producer | **Van Genechten Biermans**
 Brand Owner | **McDonald's**
 Structural Designer | **Van Genechten Biermans**
 Graphic Designer | **Havi Global Solutions**
 Cartonboard manufacturer | **Stora Enso**

Double fun

Iconic and attractive packaging encourages the pleasure of sharing the contents with others. The box is heat and fat-resistant, and a water-based lacquer was used in place of PE coating to enable problem-free recycling.

All entries in the categories:

- 1 Beauty & Cosmetics
- 2 Beverages
- 3 Confectionery
- 4 Pharmaceuticals
- 5 Shelf ready & display packaging
- 6 All other food
- 7 All other non food
- 8 Volume market cartons



1 Clondalkin Pharma & Healthcare UK



1 Carl Edelmann GmbH



1 bandke consulting branding + design rlc packaging group



1 Karbest, S.L.



1 Carl Edelmann GmbH



1 Carl Edelmann GmbH



1 Chesapeake Branded Packaging



1 Marzek Group



1 Schelling AG



1 Carl Edelmann Group



1 MMP CP Schmidt



1 PrintPark



1 PrintPark



1 SHC



1 Karbest, S.L.



1 Pusterla 1880



1 MMP Neupack Polska



1 Cartondruck GmbH



2 VG Angoulême



2 VG Angoulême



② Chesapeake Branded Packaging



② Cartondruck GmbH



② A&R Carton BV



② Smurfit Kappa Zedek



② Alzamora Packaging



② STI Schröder Verpackungen GmbH



② Van Genechten Biermans



③ STI Group



③ Offsetdruckerei Schwarzach GmbH



③ Chesapeake Branded Packaging



③ Model PrimePac AG



③ Chesapeake Branded Packaging



③ A&R Carton



③ Edelmann Group



③ Schelling AG



③ Model PrimePac AG



③ Chesapeake Branded Packaging



③ Model PrimePac AG



③ Eindhoven Packaging



③ JV VG Kvadra Pak



③ Van Genechten Biermans



③ Fratelli Roda SA



③ Karbest, S.L.



③ Chesapeake Branded Packaging



③ Clondalkin Pharma & Healthcare (Northampton)



④ Carl Edelmann GmbH



④ Carl Edelmann GmbH



④ Karl Knauer KG



④ Smurfit Kappa Zedek



④ rlc packaging group



④ August Faller KG



④ August Faller KG



⑤ Contego Packaging



⑤ Chesapeake Branded Packaging



⑤ Gruppo Cartotecnico Abar Litofarma S.p.A.



⑤ Lucaprint S.p.A.



⑥ Ja! Natürlich, REWE Group Ratt



⑥ Boxmarche S.p.A.



⑥ WS Quack & Fischer GmbH



⑥ Firstan Ltd



6 Schachner-Pack Gmbh



6 A&R Carton Lund AB



6 The Alexir Partnership



6 STI Petöfi Nyomda Kft.



6 Van Genechten Biermans



6 Karbest, S.L.



7 Karl Knauer KG



7 MMP Neupack

7 Bamberg kommunikation
Höhing Druck Heilbronn

7 Siemer Kartonagen



7 PAWI Verpackungen AG

7 Redpack Brand Design
Cosack

7 MMP Neupack



7 VG Angoulême



7 Firstan Ltd



7 Lucaprint S.p.A.



8 Lucaprint S.p.A.



8 Van Genechten Biermans



8 Contego Packaging



8 rlc packaging group

All photos, text and Pdf for download in English, German,
French, Italian and Spanish on www.procarton.com



Printed on Invercote Createo 200 g from Iggesund Paperboard | Iggesund
This brochure is printed with mineraloilfree inks: this contributes to clean recycling.

www.procarton.com | info@procarton.com
www.ecma.org | mail@ecma.org

