

Pro Carton / ECMA Carton Award Jury Report



Competition



2005

Introduction

In my introduction to the 2004 Awards I commented that I hoped that in 2005 we would increase the level of entries. I am delighted to be able to report that my expectations were exceeded and that in the 2005 Awards we received 131 entries. This shows an increase of over 30% when compared to 2004 and I would therefore like to start by thanking sincerely all those members of both Pro Carton and ECMA for supporting this award so solidly.

When the judges arrived in Amsterdam, where the judging takes place, they were amazed not only by the quantity of the entries but also by the levels of quality and innovation that was apparent. They had no easy task this year and I would also like to thank them for the amount of time they gave to judge the entries and also for bringing their individual expertise to help make difficult decisions. It is certainly no easy task to balance the different attributes of the cartons entered for these awards and in one area this year they asked if it was possible to give an extra award.

In the past we have had a single category for pharmaceuticals but they felt that it is virtually impossible to make a judgement between cartons designed for the ethical market and the OTC market. As a result, they asked if it would be possible to make two awards in the pharmaceutical category to reflect this difficulty and so you will see later in this booklet that two awards have been made in this sector. We will review this during the year and adjust the awards for 2006 in the light of those discussions so that we best reflect the market.

The Judges also felt that there may be a case of considering a special category in the future that would

bring together display cartons and again Pro Carton and ECMA will review this over the coming year to ensure that the awards truly offer the best showcase for carton packaging.

It is obvious from many of the entries that ingenuity and innovation are alive and well in the carton manufacturing industry. Point of sale impact becomes increasingly important for brand owners and many of the cartons entered showed a true understanding of this need. Shapes, textures and print quality that catch the eye and provide appeal for consumers were all on display. As the market becomes ever more crowded with competing products and brands, carton makers have to continue to develop new ideas to ensure that packaging offers the best possible support and advertisement for the product it contains. At the same time, of course, the packaging has to be functional so that, throughout the whole supply chain, the product is protected and preserved to ensure it reaches the consumer in prime condition.

Last year the Chairman of the Judges, Allan Boyle, issued a challenge to all carton makers to increase the number of entries and he, and his colleagues, were amply rewarded. This caused them some difficulties in arriving at their final decisions but as Allan comments this is a good problem to have.

I would therefore like congratulate not only the winners but also all those who entered and gave us all a very special day. We will be working to challenge the judges even more in 2006 and feel sure we can rely on the skills and flair of carton makers to ensure we have another record year in terms of both quality and quantity.

The Jury

JURY CHAIRMAN'S REPORT 2005

There were two topics that I found personally important in the 2005 Competition. Neither involved the record number of entries, although this could easily be a whole subject in itself!

The first is that board, amply demonstrated by the huge variety of entries in the Competition, has truly become a medium for competitive differentiation par excellence. My personal view is that, relative to other pack materials, board is the most creative and versatile of all. Secondly, and I'll come back to this at the end of this report, were two words used by a jury member – "Judgement day" – which made me reflect on the implications of having to choose one winner out of many top quality entries.

Brand owners, and a number of major retailers have to be included in that broad definition, are in difficulty over media and channel fragmentation reducing the frequency of guaranteed contact points needed to maintain quality consumer communication. Worryingly, the trend seems to be carrying on. The great god TV is in global decline. New media channels are sprouting up like Spring grass – big growth in Internet, consumer relationship marketing, sponsorship, events, to mention a few. With all this, how are we going to reach mass audiences efficiently and cost effectively? More importantly,

will marketers now finally accept that packaging, because it is a mass medium, with both richness and depth, is the answer to some of their prayers? The Competition is ample proof of this. And every year I can say it is getting even better. My fellow judges will agree with me 100% here!

As examples of what I mean, take the best-practice features of the winners. Starting with printing, a process that is the mainstay of all consumer packaging, we are seeing new techniques of all kinds - inks, coatings, laminations and so on – a veritable orchestra of instruments to persuade consumers to buy.

The 2005 Carton of the Year is a really astonishing piece of art and craft. The surface is a complex and compelling series of effects, well designed and equally well executed. These effects contributed at least half of its prizewinning qualities.

But then look at the other aspects of the winners (and, by the way, the runners-up were often excellent too):

- Beautiful selection of board type across the entries
- Wonderfully interesting shapes, with surprising transitions from the simple form to the functional (Innovative Design Award and Confectionery category winner)
- This same magical transition was the power of the Beverages winner, showing two materials working in symbiosis. A really elegant solution

- The ingenuity of the board designer never ceases to amaze the judges. The Swatch "stadium" pack is a little masterpiece of clever design and fabrication. For kids and Dads alike, a gift where the pack is just as much the point as the watch!
- With mass-volume centralized production for Euro-brands, the effect of even simple changes to pack structure can be wide ranging, making a nightmare of project planning and management, and implying serious new investment. There has to be a conviction that the changes will bring certain ROI to justify them. The Unilever round-cornered multipack is a well thought-through, modern, differentiated pack in a world of "square" competition
- Richard Dalgleish has already talked about the widely varied judging criteria in the pharmaceutical category, where the ethical and OTC packs require specific recognition of the job they have to do, and the users they're designed for. That we have now separated them into two sections is a good step forward for fair play: The winners merited their awards differently but absolutely correctly
- Countertop dispensing is a vital part in triggering sales. The Cosmetique Active unit worked absolutely every time and made it easy for consumers to select their product
- Staying with point-of-purchase material, as a complementary medium it is too important to treat as "incidental". The jury's view is that we are not doing justice to those well-integrated displays where pack and support make one plus one equal three. We recommend a separate award category in the next competition.

I'd like to come back to my opening point on "Judgement Day". It is an intimidating responsibility to undertake, particularly with growing entry numbers. Your creativity makes our job more difficult every year. High quality entries across the board means detail is often the only difference between an award or not. But that's what the judging panel is there to do. We're sorry not to be able to reward all of your efforts, but we're equally delighted to celebrate outstanding board packaging!

Could 2006 bring even more, better packs? What an exciting prospect!

My personal thanks to the jury members for their time, their expertise, and their scrupulous objectivity. And my appreciation to all of those submitting entries. For the sake of your industry, keep up the support for the Competition. It's a great way to make a difference. Next time, it could be your turn to be a star!

Allan Boyle,
Vevey, August 2005



Allan Boyle has spent 35 years in packaging, starting on the supplier side, where he was Product Development manager for a large UK packaging company. Since 1983, he has held various positions within the Nestlé Marketing Communications Group in the International Headquarters in Vevey, Switzerland, and spent two years in Canada as Design Director. Until January 1st he was Head of Creative Services, responsible for

packaging and branding for the worldwide strategic brand portfolio, Corporate Identity and Design, Internal Marketing Communication, and Graphics Technology development. Training in design and Point-of-Purchase material all over the world was part of his team's responsibility.

He has now taken over the new role of Head of Communications for the ice cream Strategic Business Unit, which involves both a strategic counselling and project management role in all of the media communication for this global business.

Allan has degrees in Industrial Design and in Marketing.



consumer marketing projects commissioned by various companies.

Katrin Werth is Product Manager for BALEA, the premium private label of dm-drogeriemarkt, a German drugstore retail chain. After her graduation as a business economist from the University of Saarbrücken (D) in 1998, she worked as product manager in the adhesive industry, before joining dm-drogeriemarkt in April 2001. Before starting her professional career, she worked as a freelancer involved in the planning, and co-ordination of



within the newly formed trade marketing function before joining SiebertHead in 1989. There he was appointed a director in 1991.

Satkar Gidda is the sales and marketing director of the packaging design company SiebertHead (UK). Having studied business management and marketing, Satkar gained his brand experience during five and a half years at Rowntree Mackintosh, working his way up through several positions including sales, trade marketing and latterly in new product development as Brand Manager. He joined RHM Foods as Trade Development Manager



petfood division (Friskies, Gourmet, Felix, Winalot, Bonzo etc. etc.). In March 1999, he joined Unilever Ice Cream and Frozen Foods Europe (ICFE).

Since 2004 Pascal is European Supply Management Director for packaging (folding cartons, flexibles, paper cups and aseptic cartons) for Unilever Foods Europe (Knorr, Magnum, Becel, Hellmann's, Lipton, etc. etc.). His team is responsible for buying these packaging requirements for the 75 factories in Europe incl. Turkey and Israel.

Pascal van Beek has been active as a packaging buyer throughout his career, which started at Mars in 1991, where he worked for a company called Masterfoods, producing sauces in glass jars (Uncle Ben's, Dolmio and Suzi Wan). After 1.5 years as management trainee, he became a packaging buyer. Subsequently, he worked for Nestlé, where he was European Purchasing Manager printed packaging for their

CARTON OF THE YEAR

FS "Promised"



Official name of the entry

FS "Promised"

Carton producer

A&R Carton GmbH

End user

Russkij Avangard

Designer

Structural: **Russkij Avangard**

Graphic: **Russkij Avangard**

Cartonboard manufacturer

Inner carton: **Mayr Melnhof**

Outer carton: **Stora Enso**

Cartonboard grade

Inner carton: **425g/m² GC1**

Outer carton: **350 g/m² GZ**

Jury Comments:

The jury was of the opinion that this packaging is a celebration of the carton maker's craft. It brought together the full range of possibilities into one cohesive and interesting carton. The ability to slide the outer cover created a surprise in the changes of shape at the top of the carton. Fine printing and superb structural engineering combined with a variety of finishing techniques made this carton the obvious choice for the Carton of the Year Award.

Brief description of the entry:

A hexagonal construction holding a bottle of the same shape printed litho in 6 colours with gold and Iridin lacquer finishes. Hot foil blocking on both sides allied to embossing, offers excellent point of sale impact. A cleverly engineered top closure allows easy removal and replacement of the bottle. The cartonboard for the outer carton was produced by Stora Enso and for the inner carton by Mayr Melnhof.

MOST INNOVATIVE DESIGN OR NEW USE OF CARTONBOARD

Jury Comments:

This After Eight carton created surprise and offered simplicity of use. It worked first time every time and provided an easy to use and attractive presentation of the contents. A seemingly rectangular box converts with a simple pull of a tab into an eye catching shape that enhances still further the quality of the chocolates.

Brief description of the entry:

This entry is printed in 6 colours on the front with dispersion lacquer and 2 colours on the reverse. The cartonboard used is Neocart from Stora Enso. The inks were specially chosen to ensure no interference with the quality of the chocolate and the carton is machine erected and filled with the lid being placed on manually.

Official name of the entry

After Eight 333g Geschenk-

verpackung

Carton producer

E. Gundlach Verpackung GmbH

End user

Nestlé Erzeugnisse GmbH

Designer

Structural: **E. Gundlach**

Verpackung GmbH

Graphic: **Klis Design**

Cartonboard manufacturer

Stora Enso

Cartonboard grade

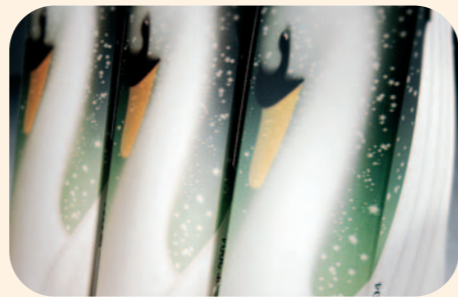
Neocart

After Eight 333g Geschenkverpackung



BEVERAGES

The Beautiful Swan



Official name of the entry

The Beautiful Swan

Carton producer

Schur Pack Europe a/s

End user

De Danske Spritfabrikker

(V&S Danmark A/S)

Designer

Structural: **Schur Pack Europe a/s**

Graphic: **Papermint Design**

Cartonboard manufacturer

Stora Enso

Cartonboard grade

Enso Coat G 380 gm²

Jury Comments:

Style and elegance were the words used by the Jury to describe this entry. The holistic approach where the bottle and package complimented each other perfectly come together to offer an eye catching carton which when displayed shows a swan with its wings open.

Brief description of the entry:

This carton is printed in 4 colours offset on both sides along with a water based varnish. The carton is held open in the display position through the use of two simple but effective tabs and the closure is an easy to open and close twist-tab mechanism. The cartonboard used for this carton was Enso Coat 380 gm².

CONFECTIONERY



Jury Comments:

Surprise was the key element recognised by the Jury. The gift package takes up only a little space yet when opened creates an attractive and simple means of dispensing the chocolates. It can be opened and closed repeatedly and even with one or two sections empty the opening system still works well. The Jury felt that this design brought a new dimension to this well established brand.

Brief description of the entry:

This entry is printed in 6 colours on the front with dispersion lacquer and 2 colour on the reverse – the cartonboard used is Neocart from Stora Enso. The inks used were specially chosen to ensure no interference with the quality of the chocolate and the carton is machine erected and filled with the lid being placed on manually.

Official name of the entry

After Eight 333g Geschenk-

verpackung

Carton producer

E. Gundlach Verpackung GmbH

End user

Nestlé Erzeugnisse GmbH

Designer

Structural: **E. Gundlach**

Verpackung GmbH

Graphic: **Klis Design**

Cartonboard manufacturer

Stora Enso

Cartonboard grade

Neocart

After Eight 333g Geschenkverpackung





BEAUTY & COSMETICS

Etui distributeur DERCOS



- Official name of the entry
Etui distributeur DERCOS
- Carton producer
M-Real Meulemans
- End user
Cosmetique Active

- Designer
Structural: **M-Real Meulemans**
Graphic: **Cosmetique Active**
France

- Cartonboard manufacturer
M-Real
- Cartonboard grade
Avanta Ultra 370 gm²

Jury Comments:
The jury was pleased with the well thought through concept of distinct colour coding and easy recognition of the product range. As a display item it offers consumers a simple way of selecting individual samples by pulling a drawer which dispenses one sample at a time. In addition the contents can be refilled simply from the reverse side.

Brief description of the entry:
8 colour print on M-Real's Avanta Ultra 370 gm² with varnish gives an attractive finish at the point of sale. The clever design of the pull tabs ensures that only one sample is delivered each time. Another unique feature is that the apertures through which the samples are delivered are individually adapted to the size and format of the samples.



PHARMACEUTICAL - ETHICAL

Jury Comments:
The jury were impressed by the solid construction which holds a valuable item securely. Also the design of the carton allows for easy removal of the contents and the integral product information shows clearly through a cut out in the carton and, as this is part of the product packaging, mistakes are impossible.

Brief description of the entry:
Printed in 2 colour litho with a dispersion lacquer this patented design, with an integral section for instructions, ensures that the product does not come into contact with the outer package at any time so ensuring no damage is caused during transport.

- Official name of the entry
Steril-Verpackung für Implantate
- Carton producer
August Faller KG
- End user
B/BRAUN Aesculap AG & Co. KG

- Designer
Structural: **Fa. Faller/Fa.**
B/BRAUN Aesculap
Graphic: **Fa. B/BRAUN Aesculap**

- Cartonboard manufacturer
Oppboga
- Cartonboard grade
Chromokarton Decostar 450g/m²

Steril-Verpackung für Implantate





PHARMACEUTICAL - OTC

Etui Prelox



- Official name of the entry
Etui Prelox
- Carton producer
M-Real Meulemans

- End user
Biolab S.A.
- Designer
M-Real Meulemans

- Cartonboard manufacturer
M-Real
- Cartonboard grade
Avanta Ultra 335 g/m²

Jury Comments:
Appealing and attractive, the brushed silver finish enhanced by strong colour, make this carton stand out. The shape of the individual cartons is reflected in the shape of the overall dispensing unit giving the whole product a "cosmetic like" appearance.

Brief description of the entry:
Printed in 5 colours on foil laminated Avanta Ultra with UV varnish, the individual cartons have been cleverly designed with extended tabs to hold the cartons securely in the display outer.



ALL OTHER FOOD

Jury Comments:
The curved corners of these cartons were perceived to break the mould in a market usually dominated by conventional shapes. The international harmonised design, recognisable across all markets along with the high speed of automatic packing, also impressed the jury.

Brief description of the entry:
These cartons were specially designed to allow both end and top loading so that three of the same products or three different products can all be packed at high production speeds. Printed 5 colour using metallised inks, Fiskeby hard sized GD2 was the cartonboard selected for this product.

- Official name of the entry
Faltschachtel für Eiscreme
- Carton producer
Van Genechten Packaging

- End user
Unilever Foods, Ice Cream & Frozen Food
- Designer
Structural: Van Genechten Packaging, VG Nicolaus

- Graphic: **Vibrandt**
- Cartonboard manufacturer
Fiskeby
- Cartonboard grade
GD2 Hard sized

Faltschachtel für Eiscreme



ALL OTHER NON FOOD

Spezialverpackung Stade de Suisse



Official name of the entry

Spezialverpackung Stade de Suisse

Carton producer

Regia HighPack AG

End user

Swatch SA

Designer

Structural: **Regia HighPack AG**

Graphic: **Agentur C2**

Cartonboard manufacturer

Iggesund Paperboard

Cartonboard grade

Invercote G 280 gm²

Jury Comments:

The Jury were astonished when they opened an envelope to reveal a complex 3D football stadium made entirely from cartonboard. This carton provided perfect protection for the watch it contained as well as offering great display possibilities. The complexity of the structural design allied to effective graphics came together to show what can be achieved using cartonboard.

Brief description of the entry:

Printed in 4 colours on Invercote 280gm² with a dispersion lacquer, the complex folding required extreme accuracy in cutting and creasing. At the same time cleverly designed tabs ensure that when opened the stadium and its contents are displayed perfectly.