

Pro Carton/ECMA Carton Award

JURY REPORT 2006



2006

2005

2004

2003

2002

2001

2000

1999

1998

1997



PRO CARTON



Rondo AG



Rondo AG



Friedrich Freund GmbH



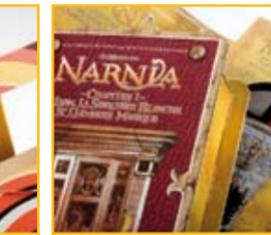
Friedrich Freund GmbH



Wanfried-Druck Kalden GmbH



AGI/Klearfold Europe



M-Real Meulemans



M-Real Meulemans



Hardland print & packaging



Friedrich Freund GmbH



Du Caju Printing S.A.



Offsetdruckerei Schwarzach GmbH



Offsetdruckerei Schwarzach GmbH



Hardland print & packaging



Edelmann GmbH und Co. KG



Läser AG



A&R Carton GmbH



August Faller KG



Offsetdruckerei Schwarzach GmbH



Jones Packaging Inc.



Jones Packaging Inc.



Jones Packaging Inc.



Bayer Kartonagen



Bayer Kartonagen



Dr. Karl Höhn GmbH



rob. leunis & chapmann gruppe



rob. leunis & chapmann gruppe



Jones Packaging Inc.



Van Gorp Voukartonnages BV



Hammer GmbH - Faltschachtelwerk Lübeck



Hammer GmbH - Faltschachtelwerk Lübeck



rob. leunis & chapmann gruppe



Neudel Verpackungen GmbH



Neudel Verpackungen GmbH



Neudel Verpackungen GmbH



Neudel Verpackungen GmbH



A&R Carton GmbH - Werk Frankfurt



A&R Carton GmbH - Werk Frankfurt



Ä&R Carton Oy



CD Cartondruck AG



Karl Knauer KG (COPACO)



Karl Knauer KG (COPACO)



Karl Knauer KG (COPACO)



Kroha GmbH



Kroha GmbH



Field Rotopack - Werk Melle



A&R Carton GmbH - Werk Frankfurt



M-real, Tako Carton Plant Ltd.



M-real, Tako Carton Plant Ltd.



Model Kramp GmbH



STI-Gustav Stabernack GmbH



STI-Gustav Stabernack GmbH



STI-Gustav Stabernack GmbH



STI-Gustav Stabernack GmbH



Alzamora Packaging S.A.



Field Deutschland GmbH



Field Deutschland GmbH



Field Deutschland GmbH



Schut Hoes Cartons bv



Schut Hoes Cartons bv



Schut Hoes Cartons bv



Eson Pac AB



M-real, Tako Carton Plant Ltd.

INTRODUCTION



This is the 10th anniversary of the Pro Carton / ECMA Carton Awards and over these last ten years we have seen hundreds of cartons and shown what innovation and flair is available in the carton industry. We have been supported very well by our members and have sought to demonstrate through these awards what can be achieved with carton packaging. We have not been disappointed!

Each year it seems that the standard gets better and better with more interesting constructions, more sophisticated print and finishing techniques, a greater awareness of shelf impact needs and increasingly innovative ideas. This goes some way to show what progress the carton industry has made not only in terms of technical developments, design and innovative flair but perhaps most importantly understanding and meeting market and consumer needs.

We have over the years also adapted the jury so that we reflect the feelings of the decision makers in the packaging field and this year for the first time have assembled a jury that reflects the main decision makers. Under the Chairmanship of a design specialist, the jury also had as members a brand specialist, a retailer and finally a journalist representing one of the major consumer magazines in Europe. Through having a wide ranging jury we aim to ensure that a balanced and professional result is achieved and I am convinced that this is the case. Once again I would like to thank the members of the jury for their hard work, expertise and commitment to these Awards.

One of the most gratifying elements of these Awards is the enthusiasm with which they are approached by the industry we represent. It is not unnatural for people to be pleased when they win but it has also been interesting to see, over the years, how disappointed people are

when they have not won. There is a real desire to produce excellent packaging and our aim is to offer an opportunity to show what can be done. Sadly not everyone can win but I truly believe that the carton and cartonboard industry are all winners in displaying what they can do to meet and exceed market demands. This year you will see in this booklet that we have tried to show all the entries much more effectively than in the past to ensure that not only the winners are seen but that all entries are displayed to demonstrate that there are endless good ideas coming from the carton makers.

Increasingly packaging is being seen, and used, as a prime advertising medium. With the fragmentation of other advertising media, more and more brand owners are recognising the fact that packaging, at the point of sale, can be the most effective advertisement for a product. Cartons, with their excellent print surface, special inks and printing techniques, endless shapes and well known appeal to consumers therefore offer one of the best advertisements possible for a product and increasingly I believe we are going to see greater use of cartons as an advertising medium.

My thanks to all those who entered not only in 2006 but also in the preceding years. It has been a privilege for me to have been involved in this Award from its outset and it is delightful and gratifying to see the progress that has been made and the flair with which the carton and cartonboard industry approached its task of supplying innovative, interesting and functional packaging.

A handwritten signature in blue ink, appearing to read 'Richard Dagleish'. The signature is stylized and includes a large, sweeping flourish at the end.

Richard Dagleish - Brussels, August 2006

COMMENTS

from Satkar Gidda Chairman of the Jury

THE JURY



It has been a pleasure to be part of the judging panel for the last 5 years and more so now as Chairman. As a judging panel, my fellow judges and I always eagerly anticipate the viewing of the entries. This year as well as in previous years, we were not disappointed as the entry level was once again high.



I have always been very keen to try to evaluate the entries as one who would buy them at the retail point of sale - the consumers. In my opinion, it is so important to create packaging design communication that first and foremost talks to the consumer and then of course also satisfies retail and manufacturing requirements.



The entries are more numerous, carefully thought through and better described in the background papers that come with each entry. This latter point is very important to help the judges understand exactly what the entrant has created, the advantages and benefits, the inside story and the subtleties in construction and finish, that may not be evident at first observation.



Interestingly, I see many carton board packs on shelves, that quite clearly have a place in this competition, yet they never appear. Just a quick look through the duty free shops at airports reveals some amazing carton packaging. Clearly there is great work being done with carton board and we need to show this to the rest of the world. So for the future, let's consider all of the great work and make greater effort to enter the awards and showcase the high level of creativity we have in our region using cartonboard as a raw material. After all, we want to show the other countries that we are the best - don't we ?

Satkar Gidda - London August 2006

Satkar Gidda – Chairman of the Jury

Satkar Gidda studied Business in Business Studies and Marketing and is also a fellow of the Chartered Institute of Marketing. During his career he has worked for Rowntree Mackintosh in Sales, Trade Marketing and Brand Marketing and then a further stint in Trade Marketing with UK foods manufacturer, RHM Foods. Satkar then joined the UK's most prominent brand design consultancies, SiebertHead, in 1989 as Sales and Marketing Manager. In 1991, he was one of the key players to lead and complete a management buyout of SiebertHead. Since that time as Sales and Marketing Director, Satkar has worked with many local and International client companies, in helping them build their brands through design.



Pascal van Beek

Pascal van Beek has been active as a packaging buyer throughout his career, which started at Mars in 1991, where he worked for a 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 petfood division (Friskies, Gourmet, Felix, Winalot, Bonzo etc. etc.). In March 1999, he joined Unilever Ice Cream and Frozen Foods Europe (ICFE). In 2004 Pascal became 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.). Since 2006 Pascal is Global Supply Management Director – Packaging – working for the Unilever Supply Chain Company in Switzerland.



Erik Berghem

Erik Berghem, has been employed by Kesko Ltd. since 1980 and his various duties have included selling, retail support services and property management, and logistical operations for the Foodstuffs Division. In 2002, he took up his present post as Planning Manager of the Supply Chain Management division of Kesko Food Ltd. As a result packaging, the basic logistical units, have been gaining in importance in his work. In 1991-92, he was invited to participate in a working group discussing the recycling of fibre based packaging materials in Finland. As a result, collection of corrugated board in return deliveries from stores started in 1993. As the chairman of The Trade Packaging Committee in the Finish Packaging Association, his main task is to improve the handling properties of packaging throughout the supply chain from the factory to the end user. Erik is also a member of various boards in producer communities of glass and wooden packaging organisations for recycling. Being a Planning Manager at Kesko Food Erik also lectures at various seminars dealing with logistics and packaging, at universities and colleges, and supervises students' theses and other work of an academic nature.



Burgunde Uhlig

Burgunde Uhlig works in Hamburg for Germany's biggest women's magazine, BRIGITTE. It has a circulation of over 800.000 copies and is published bi-weekly. She is the head of the BRIGITTE Food-Department and responsible for topics dealing with food and beverages, household, consumer demands, and healthy and balanced diet. Daily, Burgunde Uhlig receives new products which she and her staff members put to the test concerning taste, functionality, consumer orientation. Not least, packaging plays a decisive role here.



Official name of the entry:

ALIBI TOQUE PRALINÉ

CARTON OF THE YEAR

Jury Comments:

This carton was considered by the judges to be an exemplary piece of packaging. The shape reflected the shape of the hat, or toque, worn by a confiseur and the use of embossing and varnish gave the carton the feel of the fabric used to make the hat. The elegant graphics, the simple opening and closing and the tapered structure all came together to provide an eye catching and supremely elegant carton containing chocolates made in the same shape as the carton. A truly excellent carton.



CARTON PRODUCER:
A&R CARTON GMBH - PLANT FRANKFURT
END USER:
JACQUOT CONFISEUR - FRANCE
STRUCTURAL DESIGNER:
A&R CARTON GMBH - PLANT FRANKFURT
GRAPHIC DESIGNER:
COCONUTS - FRANCE
CARTONBOARD GRADE:
220 GM² PERFORMA WHITE GC1
CARTONBOARD MANUFACTURER:
STORA ENSO



Official name of the entry:

BIERMETER

MOST INNOVATIVE DESIGN OR NEW USE OF CARTBOARD

Jury Comments:

It was agreed that the judges had seen nothing like this before and the "fun" element was appreciated. The structure was strong enough to safely hold the 12 bottles of beer and it had a handle at one end that made it easy to transport. The shape also lends itself to efficient movement through the supply chain and it was felt that it would have instant appeal at the point of sale. The amusing graphical design adds to the overall impact of the carton and the structural integrity of the carton was seen as being an excellent piece of cartonboard engineering.



CARTON PRODUCER:
VAN GENECHTEN PACKAGING BV
END USER:
HANDELSGROEP FRENSEN/LIQUOR STORES
STRUCTURAL DESIGNER:
AOP-CREATIVES/VAN GENECHTEN PACKAGING BV
GRAPHIC DESIGNER:
AOP-CREATIVES
CARTONBOARD GRADE:
GN4
CARTONBOARD MANUFACTURER:
MEAD WESTVACO



Official name of the entry:

ADIDAS ORIGINALS LTD EDITION 2006

BEAUTY & COSMETICS

Jury Comments:

A really inventive approach in a sector where shelf appeal is so important. The leather and “used” look came together to offer something entirely different in a market well known for excellent packaging. Whilst a simple structure, the combination of texture and graphic design made this carton stand out immediately and would, it was felt by the jury, attract consumers to make an impulse purchase. It will also appeal to consumers due to the retro look that will make it stand out of the shelf in a crowded and competitive market.

CARTON PRODUCER:
CD CARTONDRUCK AG
END USER:
COTY BEAUTY EUROPE
STRUCTURAL DESIGNER:
LUTZ HERMANN
GRAPHIC DESIGNER:
LUTZ HERMANN
CARTONBOARD GRADE:
INVERCOTE G 330GRS
CARTONBOARD MANUFACTURER:
IGGESUND PAPERBOARD



Official name of the entry:

BAG-IN-BARREL

BEVERAGES

Jury Comments:

Whilst bag – in – box is a well used method of selling wine, this new approach appealed to the judges. They felt it gave the product an up market look and the clever use of embossing to simulate real wood worked well in the overall design to imitate a barrel of wine. The opening device worked well and the graphics echoed the traditional overall look. The carton had a good “feel” and would attract consumers, it was felt, on several different emotional levels. The fact that the overall design is so different from competitive products was thought to give it instant shelf appeal and recognition.



CARTON PRODUCER:
STI-GUSTAV STABERNACK GMBH
END USER:
EXPORT UNION INTERNATIONAL WINES
STRUCTURAL DESIGNER:
STI-GUSTAV STABERNACK GMBH
GRAPHIC DESIGNER:
EXPORT UNION INTERNATIONAL WINES
CARTONBOARD GRADE:
SOLID BLEACHED BOARD 220 GM² PLUS MICROFLUTE
CARTONBOARD MANUFACTURER:
IGGESUND PAPERBOARD

Official name of the entry:

DESTINATIONS

CONFECTIONERY

Jury Comments:

Elegant both inside and outside, this carton would appeal instantly in store and would lead to an impulse purchase. The appealing external design was complimented by a well designed and functional interior which made the chocolate easy to remove and the overall strength of the carton would ensure that it reached the final consumer in excellent condition. High quality graphics and bold colours enhanced the point of sale attraction making this an ideal gift pack.



CARTON PRODUCER:
FIELD DEUTSCHLAND GMBH
END USER:
NESTLÉ
STRUCTURAL DESIGNER:
FIELD DEUTSCHLAND GMBH
GRAPHIC DESIGNER:
NESTLÉ
CARTONBOARD GRADE:
EINSATZ CHROMOLUX DUNKELGRAU MIT
DUNKELGRAU DURCHGEF. ROHKARTON 400 GM²
CARTONBOARD MANUFACTURER:
M-REAL

Official name of the entry:

FALTSCHACHTEL-WALLET

PHARMACEUTICALS

Jury Comments:

A design that truly combines the needs of the customer in use with the requirement for safety and security. The tablets are vacuum packed and held in an internal sleeve that can be removed using the perforated edge so that the part containing the tablets can easily be carried in a pocket or handbag. Clear instructions showed how it could be used and the design also included a means for recording when the tablets were taken to ensure that a dose was not forgotten. Ideal functionality well thought through was what appealed especially to the judges.



CARTON PRODUCER:
AUGUST FALLER KG
END USER:
RATIOPHARM GMBH
STRUCTURAL DESIGNER:
MEINRAD ALBRECHT - RATIOPHARM GMBH,
STEFFEN LAICH - AUGUST FALLER KG
GRAPHIC DESIGNER:
WERNER GRIESINGER /
ARMIN LEIFICK - RATIOPHARM GMBH
CARTONBOARD GRADE:
GC2 EXCELLENT 250GM²
CARTONBOARD MANUFACTURER:
MM BAIERSBRONN KARTON

Official name of the entry:

MARTI PASEO CIGARRENVERPACKUNG

SHELF READY OR DISPLAY PACKAGING

Jury Comments:

An excellent piece of display packaging that used a triangular shape to offer a round product. The two piece tubes fit neatly and securely into the display and the outer cover of the transport pack can be used as a base to raise the height of the display in store. Different colour graphics are used to appeal to both men and women and the triangular shape of the individual packs is also used in the outer pack so offering a cohesive look to the whole product.



CARTON PRODUCER:
FIELD ROTOPACK - WERK MELLE
END USER:
TMCC GMBH
STRUCTURAL DESIGNER:
WHATS-UP-FACTORY
MARKETING AGENCY:
JESSY PHILIPP
CARTONBOARD GRADE:
CHROMOCARTON GC1 PRINTOCART
CARTONBOARD MANUFACTURER:
STORA ENSO



Official name of the entry:

BoB

OTHER FOOD

Jury Comments:

The judges agreed that this entry provided an excellent solution to lifting the image of the product with the use of cartonboard over the flexible plastic bag whilst at the same time incorporating into the design the ability to hold a sachet of sauce to mix with the pasta. Visibility on shelf was greatly enhanced by the use of the cartonboard header and it also added to the overall stability of the product in a sector where stability is usually poor. The quality of the print on the carton section also gave a better brand image and brand recognition than many competing products.



CARTON PRODUCER:
VAN GENECHTEN PACKAGING
END USER:
UNILEVER
STRUCTURAL DESIGNER:
UNILEVER D, WERK REKEN + VG NICOLAUS
GRAPHIC DESIGNER:
BREWER-RIDDEFORD
CARTONBOARD GRADE:
GC 2 270GM² + RÜCKSEITE PE
CARTONBOARD MANUFACTURER:
M-REAL



Official name of the entry:

LAMY VERKAUFSAKTIVE VERPACKUNG

OTHER NON FOOD

Jury Comments:

An eye catching and appealing graphical design, supplemented by an interesting opening and closing system, came together to provide an excellent package for this pen. It was intuitive to open and displayed the product well against the printed background. The rectangular shape meant that it can be transported through the supply chain effectively and it can be displayed either vertically or horizontally so giving different merchandising options.



CARTON PRODUCER:
NEUDEL VERPACKUNGEN GMBH
END USER:
C. JOSEF LAMY GMBH
STRUCTURAL DESIGNER:
NEUDEL VERPACKUNGEN GMBH
GRAPHIC DESIGNER:
PETER VOGT
CARTONBOARD GRADE:
300 GM² MAIN GLOSS
CARTONBOARD MANUFACTURER:
ARGO WIGGINS



10TH ANNIVERSARY

A personal choice of appealing cartons taken from the Pro Carton/ECMA Carton Awards between 1997 and 2006



Whilst I have been involved in the judging for only five of the ten years that these awards have been running, I have nevertheless had the opportunity to look back over all the entries and been asked to select some that offer particular appeal to me. I had no idea when asked what a difficult task this would be but I have found it both very interesting and very stimulating.

Obviously my selection will be a personal choice and probably will not coincide with some other people who also choose to look back at all the entries over that ten year period. As I have said in my comments earlier in the booklet, I tend to try to assess cartons with a consumer's eye and try to imagine how they will see a particular carton. Will it be noticed? Does it appeal? Does it look good? Does it work? Will it be easy to open and close? Do I like it? These seem to be some of the questions that need to be answered and so what I have tried to do is to select cartons from all ten awards between 1997 and 2006 that in my opinion best meet these criteria.

I obviously hope you will agree with my choices but well understand that appeal is a very personal and emotional matter and so I am sure that, were others asked to make their selection, it would probably be very different. I hope you enjoy this look back over ten years of what I believe has been an excellent and valuable competition.

Saikar Gidda, Jury Chairman - London August 2006

MONSTERS INC. BREAKFAST CEREAL (2002)

CARTON PRODUCER: MY CARTONS
CARTONBOARD MANUFACTURER: CASCADES EUROPE

This is an amazing piece of cartonboard engineering that changes what would normally be a two dimensional effect into three dimensions. By doing this it instantly gives attraction at the point of sale and immediate consumer appeal.



MONODOSE SALT (2003)

CARTON PRODUCER: VAN GENECHTEN PACKAGING
CARTONBOARD MANUFACTURER: ASSI DOMAN FRÖVI

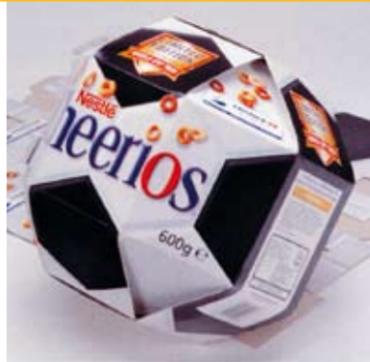
The shape is different in its market and it is immediately obvious from the graphics that this is a product that is simple and intuitive to use. The easy dispensing system is designed into the carton and made obvious to the consumer.



NESTLÉ CHEERIOS (1998)

CARTON PRODUCER: FIELD PACKAGING
CARTONBOARD MANUFACTURER: MAYR MELNHOF KARTON

As far as I can recall this was one of the first times that a football shape was designed for the cereal market and as it was introduced specially for the 1998 World Cup, it offers instant appeal to shoppers.



PETER BLACK COSMETICS (1997)

CARTON PRODUCER: CARL EDELMANN GMBH
CARTONBOARD MANUFACTURER: STORA ENSO

This stood out as an unusual design in the cosmetics field and wonderful carton construction allied to excellent graphics, print and finishing, produce a carton that demonstrates true quality.



TEATR CHOCOLATE (2000)

CARTON PRODUCER: A & R CARTON OY
CARTONBOARD MANUFACTURER: STORA ENSO

A really creative and interesting construction that packages the contents very well and at the same time offers younger consumers the chance to interact with the packaging after use.



VEUVE CLIQUOT CHAMPAGNE (2001)

CARTON PRODUCER: VAN GENECHTEN PACKAGING
CARTONBOARD MANUFACTURER: ASSI DOMAN FRÖVI

A really amazing carton. A ground breaking design that works well to both display and cool the champagne whilst at the same time showing the purchaser how it works.





NESTLÉ AFTER 8 (2005)

CARTON PRODUCER: E GUNDLACH VERPACKUNG GMBH

CARTONBOARD MANUFACTURER: STORA ENSO

This is one of those cartons that when you see it you wish that you had designed it. Its design is great for the brand whilst at the same time also being great for sharing.



SWATCH STADE DE SUISSE (2005)

CARTON PRODUCER: REGIA HIGHPACK AG

CARTONBOARD MANUFACTURER: IGGESUND PAPERBOARD

One of the most amazing carton constructions that I have seen with an astonishing level of detail. It is only not at all surprising to me that this has become a collectors item.



ANZÜNDBALLEN 251° (2004)

CARTON PRODUCER: LIMMATDRUCK / ZEILER

CARTONBOARD MANUFACTURER: M-REAL

This is the first time that I can recall seeing a product where both the carton and the contents were made of wood fibre based material. Specially designed so that both the contents and carton can be burnt, so leaving no waste at all.



BRUNO BANANI COSMETICS (2004)

CARTON PRODUCER: CARL EDELMANN GMBH

CARTONBOARD MANUFACTURER: IGGESUND PAPERBOARD

I am certain that the way these cartons sit on the shelf at an angle will attract consumers. I appreciate the considerable thought that has been put into this design to form, with the contents, a cohesive look.



M-real, Tako Carton Plant Ltd.



M-real, Tako Carton Plant Ltd.



M-real, Tako Carton Plant Ltd.



M-real, Tako Carton Plant Ltd.



Limmatdruck/Zeiler (COPACO)



Model PrimePac AG



Model PrimePac AG



A&R Carton GmbH - Werk Frankfurt



CD Cartondruck AG



Limmatdruck/Zeiler (COPACO)



Nampak Cartons



Aug. Heinrigs Druck + Verpackung GmbH



ICESA Packaging



August Faller KG



CD Cartondruck AG



CD Cartondruck AG



Van Genechten Packaging



Van Genechten Packaging



August Faller KG



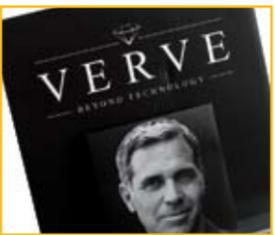
Offsetdruckerei Schwarzach GmbH



Boxes LPF Leeuwarden



Boxes LPF Leeuwarden



Gantenbein AG Offsetdruck und Kartonage



Van Genechten Packaging



Van Genechten Packaging



Van Genechten Packaging



Van Genechten Packaging



Miralles Cartonajes S.A.



Edelmann GmbH und Co. KG



Carl Edelmann GmbH & Co. KG



Edelmann GmbH und Co. KG



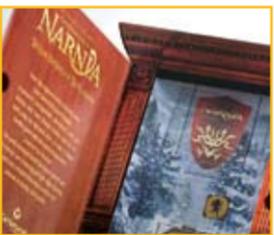
Edelmann GmbH und Co. KG



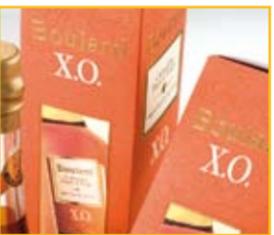
Van Genechten Packaging



Van Genechten Packaging



Van Genechten Packaging



Van Genechten Packaging



Edelmann GmbH und Co. KG



Field Rotopack Bünde Rotopack Bünde GmbH - Werk Melle



MM Packaging France



Neupack Austria GmbH



Mayr-Melnhof Packaging Austria GmbH



Van Genechten Packaging



Van Genechten Packaging



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



MM Packaging France



Mayr-Melnhof Packaging Romania S.A.



MMP Europe



Mayr-Melnhof Packaging Austria GmbH



MMP Europe



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



MM Graphia Bielefeld



CP Schmidt Verpackungs-Werk GmbH & Co. KG



CP Schmidt Verpackungs-Werk GmbH & Co. KG



Neupack Austria GmbH



Fissler GmbH / Gebr. Knauer GmbH + Co. KG



MMP Caesar



MMP Caesar



MMP Caesar

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