



Model Kramp GmbH



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Van Genechten Packaging



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rlc | packaging group (COPACO)



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MMP Schausberger, Austria



MMP Romania



PAWI Verpackungen



PRO CARTON

www.procarton.com
info@procarton.com



www.ecma.org
mail@ecma.org

Pro Carton/ECMA Carton Award

JURY REPORT 2008



2007
2006
2005
2004
2003
2002
2001
2000
1999
1998
1997



MSO Cleland Ltd.



MSO Cleland Ltd.



A&R Carton Bremen GmbH



A&R Carton Bremen GmbH



Schut Hoes Cartons bv



Schut Hoes Cartons bv



Alcan Packaging Bristol



Firstan Ltd



MWV Packaging Systems



MeadWestvaco Netherlands B.V.



Gruppo Cartotecnico Abar Litofarma



Schur Pack



Grafiche Filippi SRL



M.Y. Healthcare



Schröder - packende Karton-Ideen



Schröder - packende Karton-Ideen



Eson Pac AB



Gundlach Verpackung GmbH



Cartografica Pusterla SpA



Box Marche Spa



Box Marche Spa



Box Marche Spa



Box Marche Spa



Box Marche Spa



Box Marche Spa



Miralles Cartonajes S.A.



STI - Gustav Stabernack GmbH



STI - Gustav Stabernack GmbH



STI - Gustav Stabernack GmbH



STI - Gustav Stabernack GmbH



STI - Gustav Stabernack GmbH



STI - Gustav Stabernack GmbH



STI - Gustav Stabernack GmbH



Remmert Dekker Vouwkartonnages



Remmert Dekker Vouwkartonnages



Limmatdruck/ Zeiler (COPACO)



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Edelmann Group



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Nampak Carton Europe



Boxes Prestige Ltd.



Boxes Prestige Ltd.



Boxes Prestige Ltd.



Boxes Prestige Ltd.



Model PrimePac AG



Model PrimePac AG



Aug. Heinrigs Druck + Verpackung GmbH & Co. KG



Aug. Heinrigs Druck + Verpackung GmbH & Co. KG



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



MMP UK



MMP Neupack Austria



MMP Graphia Bielefeld



MMP Neupack Austria



MMP Schausberger, Austria



MMP Schausberger, Austria



MMP Schausberger, Austria



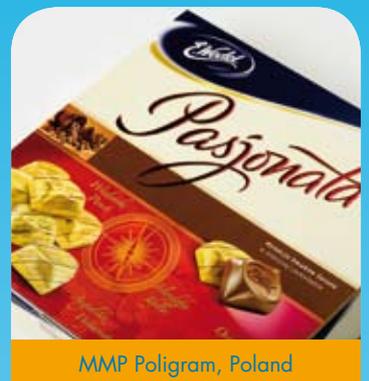
MMP UK



MMP Graphia Bielefeld



MMP Austria



MMP Poligram, Poland



MMP Polygrafoformlenie, Russia



MMP Polygrafoformlenie, Russia



MMP Neupack Austria



MMP Poligram, Poland



MMP CP Schmidt



A&R Carton GmbH - Werk Frankfurt



AR Carton Kuban



AR Carton Kuban



Siemer Kartonagen GmbH



Alzamora Packaging, S.A.



Alzamora Packaging, S.A.



The Packaging Factory



CD Cartondruck AG



CD Cartondruck AG



Model Kramp GmbH

Introduction



Now in its 12th year, the Carton Award competition never ceases to amaze us.

This year we once again had a very high number of entries closely matching the numbers we have received in previous good years. As well as receiving entries from the countries where Pro Carton currently has offices, we also received a number of entries from Russia, Romania, Poland and Canada and so are pleased to see that the spread of this award is getting bigger

each year. We would like to take this opportunity to thank all those members of Pro Carton and ECMA who once again took the time to send in their entries.

The overall quality of the entries once again impressed the judges greatly and the judging process in 2008 took longer than usual with a greater level of discussion as it was more difficult than normal to select the winners. It is now an established fact it seems that the confectionery and beverages categories are the most well represented.

The other categories were all represented but once again we failed to attract a level of entries in the tobacco category that is required for real judging and so no award was made in this category in 2008. It was also greatly encouraging that after the introduction of a special award for sustainability that started last year, many of the 2008 entries highlighted clearly how the design of their entry or some changes from a previous design helps in offering better sustainability. This topic is very high in the packaging agenda and cartons, being made from a fully renewable resource, are perfectly placed to offer advantages in this respect to packaging buyers and specifiers. Examples were entered that showed reductions in weight with no loss of performance, adaptation of designs that removed multi material packs and replaced them with 100% cartonboard designs. Also entered were examples that showed the total replacement of other material with cartonboard with no overall loss of performance and an improvement in the print quality and appeal at the point of sale.

With about 75% of all purchasing decision made in front of the retailer shelf, cartons offer a level of appeal and attraction that is unmatched by other materials. They act more and more as an advertising material and with other forms of advertising becoming ever more fragmented, cartons offer brand owners and retailers the best opportunity to promote their brands and products.

Last year we distributed over 20,000 copies of the award booklet and intend to do the same this year. In addition in 2008 we attended both Interpack and Drupa and at both exhibitions showed all the 2007 winners on our stand. It was amazing to see the level of interest that was shown by visitors from across the world in the cartons we displayed and we answered countless questions about both the winning cartons and all the other entries from last year. This showed us that the quality of products produced and entered by our members show what can be done with carton packaging. A natural material allied to flair and innovation makes cartons the most effective and attractive packaging available and we hope you enjoy looking through the entries and winners from 2008.

A handwritten signature in blue ink, appearing to read 'Richard Dalgleish', written in a cursive style.

*Richard Dalgleish
Brussels September 2008*

Comments from Satkar Gidda *Chairman of the Jury*

I have long held the view that the real future for brand communication through packaging is cartons. However in the space of one year the volume on issues such as sustainability and carbon output is so loud that these are now two of the hottest subjects around. The carton industry is perfectly placed to satisfy such issues as well as being the perfect medium for creative communication to the customer and the consumer. No other packaging material can match cartons in this arena.

It was therefore particularly satisfying to see so many entries once again. The different levels of thinking, creativity and usage of cartons certainly made it very difficult for the judges. So difficult in fact that judging took markedly longer to complete and by the end of it we were completely exhausted.

Now that's what I call a good competition.

The judges are always looking for something they have not seen before or applying an existing idea in a different way. A pack does not have to be wacky to be innovative. Sometimes a small change on an existing idea can grab the attention. Our customers, the brand owners, are certainly looking for innovation, different and forward thinking from the carton industry so lets deliver it to them and keep on delivering.

*Satkar Gidda
London September 2008*



The Jury

Satkar Gidda – Chairman of the Jury

Satkar Gidda studied 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 one of 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 as a management trainee. Subsequently, he joined Nestlé in 1996, where he was European Purchasing Manager printed packaging. In 1999, he joined Unilever Ice Cream and Frozen Foods Europe (ICFE). Since 2006 Pascal is Global Supply Management Director – Packaging – working for the Unilever Supply Chain Company in Switzerland. Pascal holds a bachelor degree in food technology and an MBA.



Guido Brosius

Guido Brosius has been working in the packaging business for more than 30 years. He started his career as Packaging Designer for GB and went on to become Packaging Manager for Carrefour Belgium, part of the Carrefour Group, the world's 2nd biggest retailer and number 1 in Europe. Carrefour Belgium has a 25% market share and almost 600 stores making it market leader in Belgium.

Guido Brosius has built up extensive experience in packaging design, marketing and graphic procedures via the retail sector and is an expert in packaging materials and ecological aspects. In recent years he has also been very active in the bio-packaging sector and he won the BBP 2007 Award (Belgian Bio Packaging) for the initiatives he implemented at Carrefour Belgium.



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: SMIRNOFF SINGIEL BLACK 0,7 L

Jury Comments:

The Judges were astonished with the spectacular finish and the overall appearance of this carton. The range of techniques used to produce this carton were of the highest possible quality and it demonstrated clearly the super high quality that can be achieved using cartonboard. It had a most innovative and effective opening that was simple to use and the bottle was easy to remove. In addition the carton closed automatically when the bottle was put back. They felt that even in the high quality world of drink packaging this carton would really stand out on the shelf and, as a result, attract great attention.

CARTON PRODUCER:

CD CARTONDRUCK AG

END USER:

DIAGEO POLSKA

STRUCTURAL DESIGNER:

CD CARTONDRUCK AG, VERONIKA MÜLLER

GRAPHIC DESIGNER:

LEO BURNETT WARSAW, POLAND

CARTONBOARD GRADE:

INVERCOTE DUO 490 GSM

CARTONBOARD MANUFACTURER:

IGGESUND



Carton of the year



Official name of the entry: MORSI DI LUCE (DUCA DI SALAPARUTA)

Jury Comments:

None of the Jury had ever seen a pack of this type before and felt therefore that it was a truly innovative design. The simple way the carton is opened by removing the band and then unrolling the pack created a surprise but was intuitive. They felt that despite it being comparatively lightweight, protection would be assured and the quality of the print and finish was perfect in the competitive beverages market where it would certainly appeal to consumers. They also felt that in view of its innovative design, it would appeal as an impulse or gift purchase.

CARTON PRODUCER:

CARTOGRAFICA PUSTERLA SPA

END USER:

DUCA DI SALAPARUTA

STRUCTURAL DESIGNER:

HOUSE AGENCY DUCA DI SALAPARUTA

(AGENZIA INTERNA DUCA DI SALAPARUTA)

GRAPHIC DESIGNER:

HOUSE AGENCY DUCA DI SALAPARUTA

(AGENZIA INTERNA DUCA DI SALAPARUTA)

CARTONBOARD GRADE:

STARDREAM ANTRACITE GR/M2 285

CARTONBOARD MANUFACTURER:

CARTIERA DI CORDENONS



Most Innovative Design Or New Use Of Cartonboard



Official name of the entry: JOHNNIE WALKER BLACK LABEL 70/75 CL CARTON

Jury Comments:

The outstanding print quality of this carton stood out for the Judges. In addition, the various finishes used gave the carton a special feel and this added another dimension to its appeal to consumers. In a market where instant shelf appeal is so critical, the Judges felt that this carton with its well known design, beautifully manufactured, would create great interest and attract consumers. Then when they actually picked it up that appeal would be enhanced by the feel. In addition a new design of fitment inside to hold the bottle worked well and was part of the overall carton that did not require a second piece so making filling simpler and more efficient.

CARTON PRODUCER:

NAMPAK CARTON EUROPE

END USER:

DIAGEO

STRUCTURAL DESIGNER:

ROBERT ACKROYD

GRAPHIC DESIGNER:

DIAGEO

CARTONBOARD GRADE:

370GSM SUS LAMINATED WITH 12 MICRON METPOL

CARTONBOARD MANUFACTURER:

KORSNAS/ API LAMINATES



Beverages



Official name of the entry: ESTUCHE GRAND CLASS

Jury Comments:

The carton was perfectly suited to its contents. It was simple to open and as the lid was removed it opened up to make it simple to share the chocolates. The Judges were also impressed that the size of the carton was perfectly suited to the contents and that no space at all was wasted. The chocolates inside were contained in plastic boxes so utilising the best characteristics of both materials to produce an excellent pack. The carton was printed on both sides and the outer surface was well printed with bold graphics that would make the product stand out at the point of sale.

CARTON PRODUCER:

ALZAMORA PACKAGING, S.A.

END USER:

TIENDAS DE ALIMENTACIÓN

STRUCTURAL DESIGNER:

ALZAMORA PACKAGING, S.A.

GRAPHIC DESIGNER:

MS GRUP DE DISSENY, S.L.

CARTONBOARD GRADE:

FOLDING SIMWHITE R/BLANCO 320 GRS.

CARTONBOARD MANUFACTURER:

M-REAL



Confectionery



Official name of the entry: COLLAGEN 700

Jury Comments:

This carton, most especially in terms of the graphic design and colours, was thought by the Judges to be perfectly suited to the markets it was made for in Eastern Europe. Bold colour enhanced by silver make the carton appealing and attractive and this element is vital in a market where so many products are seeking to appeal to consumers at the point of sale. The way it opened was simple but effective and once opened showed off the contents very well. A comparatively simple design but one that was well thought out and enhanced the value of the product within.

CARTON PRODUCER:

CD CARTONDRUCK AG

END USER:

SORAYA SA

STRUCTURAL DESIGNER:

CD CARTONDRUCK AG, KARL-HEINZ SCHUSTER

GRAPHIC DESIGNER:

ŁUKASZ GÓRNIAK - AGENCY: SINGING DORSZ ROBERT TYSKA

CARTONBOARD GRADE:

INCADA SILK 300 GSM AND INCADA SILK 300 GSM + METALPRINT 29 GSM

CARTONBOARD MANUFACTURER:

IGGESUND



Beauty & Cosmetics



Official name of the entry: ONE DOSE PACKAGING

Jury Comments:

The Judges had never before seen a pack with this type of opening. As this product is potentially dangerous and needs to be used in measured portions, the design was a combination of a pouch containing the product and a cartonboard sleeve that protected the pouch and carried the necessary information. However, the opening system was very practical, safe and simple. Simply by tearing the top of the carton, this at the same time opened the pouch so that the products could then be poured safely from the pack. Cleverly designed, simple to use and safe to transport the Judges considered this an excellent pack.

CARTON PRODUCER:

LIMMATDRUCK/ ZEILER (COPACO)

END USER:

SYNGENTA CROP PROTECTION

STRUCTURAL DESIGNER:

SYNGENTA CROP PROTECTION - LIMMATDRUCK/ ZEILER (COPACO)

GRAPHIC DESIGNER:

SYNGENTA CROP PROTECTION

CARTONBOARD GRADE:

SWISSBOARD, GT2, 250 GM2

CARTONBOARD MANUFACTURER:

MAYR MELNHOF



Pharmaceutical



Official name of the entry: ESPOSITORE DA BANCO GIREVOLE TANTUM VERDE PER PASTIGLIE

Jury Comments:

The whole purpose of display packaging is that it attracts the eye of the consumer and displays the product effectively. This design certainly fulfilled those needs whilst at the same time offering other advantages. The clever construction allows for four different products to be held – one in each part. Individual packs from each container can easily be pulled out by the consumer and they can also be simply refilled from the top. It takes up a minimum of space and as it revolves it is also easy for consumers to select the product they wish to purchase.

CARTON PRODUCER:

BOX MARCHE SPA

END USER:

ANGELINI FRANCESCO ACRAF SPA

STRUCTURAL DESIGNER:

SIMONE FANTONI

GRAPHIC DESIGNER:

ADV CREATIVI ANCONA

CARTONBOARD GRADE:

BB AS PERFORMA WHITE GR.400 STORA

CARTONBOARD MANUFACTURER:

STORA ENSO



Official name of the entry: M&S SPECIALITY TEAS

Jury Comments:

The Jury agreed that this carton would provide instant shelf appeal and that the matt finish and bold colour combination will attract shoppers and demonstrate sophistication. The product is easy to recognise and the information is easy to read. The foil blocking used for the text is unusual and so will provide differentiation at the point of sale as well as indicating that this is a quality product. The matt finish has been achieved by printing on the reverse side of the board so that when opened, the individual cartons have a high white inside surface.

CARTON PRODUCER:

BOXES PRESTIGE LTD.

END USER:

MARKS & SPENCER

STRUCTURAL DESIGNER:

BOXES PRESTIGE LTD.

GRAPHIC DESIGNER:

MARKS & SPENCER

CARTONBOARD GRADE:

450MIC INCADA EXCEL & 450MIC COLORPLAN

CARTONBOARD MANUFACTURER:

IGGESUND & GF SMITH



All Other Food



Official name of the entry: LINEA FORNO TIA

Jury Comments:

The Judges felt that this was a perfect example of how packaging can add value to a product. The product itself is comparatively simple yet the design of the packaging highlights certain elements of the product that will make it much more appealing at the point of sale. The use of silver to highlight the edges make the product much more attractive and enhance the appeal to consumers. In addition information relating to the product is simple to read and so the Judges concluded that this pack demonstrates clearly how good design and high quality printing can enhance the overall quality of a product.

CARTON PRODUCER:

BOX MARCHE SPA

END USER:

TVS SPA

STRUCTURAL DESIGNER:

MICHELE PIERFEDERICI - BOX MARCHE

GRAPHIC DESIGNER:

COLUMBUS/ITALIA

CARTONBOARD GRADE:

BIANCO KRAFT GR. 360 STORA

CARTONBOARD MANUFACTURER:

STORA ENSO



All Other Non Food



Official name of the entry: CLAMSHELL

Jury Comments:

The immediate attraction of this carton was the new creasing lines that make the overall shape more interesting. But the key element as to why this carton was awarded the sustainability prize lies in the fact that by changing the type of material used in its construction, the overall weight of the carton has been reduced by about 40%. This has been achieved with no loss of functionality nor of print quality and in a sector where vast quantities of these cartons are used, the understanding and implementation of environmental issues is clearly demonstrated.

CARTON PRODUCER:

VAN GENECHTEN PACKAGING

END USER:

PERSECO

STRUCTURAL DESIGNER:

VAN GENECHTEN BIERMANS

GRAPHIC DESIGNER:

PERSECO

CARTONBOARD GRADE:

N-FLUTE VIRGIN FIBRE MATERIALS

CARTONBOARD MANUFACTURER:

VAN GENECHTEN PACKAGING



Sustainability





Hammer GmbH



Hammer GmbH



CD Cartondruck AG



CD Cartondruck AG



Cosack Druck + Verpackung GmbH & Co. KG



Cosack Druck + Verpackung GmbH & Co. KG



GPP Industrie Grafiche Spa



GPP Industrie Grafiche Spa



GPP Industrie Grafiche Spa



Chesapeake Düren GmbH



Chesapeake Stuttgart GmbH



Chesapeake Melle GmbH



CanamPac ULC



August Faller KG (COPACO)



Drukkerij Vrijdag B.V.



Drukkerij Vrijdag B.V.



REGIA HighPack SA



REGIA HighPack SA



Model PrimePac AG



Model PrimePac AG