

# PRO CARTON/ECMA CARTON AWARD

# JURY REPORT 2010



## INTRODUCTION BY RICHARD DALGLEISH



It was no great surprise that, with all the economic turmoil that has been affecting markets recently, the number of entries we received this year was lower than in the previous two years. With less new products being launched and lower investment levels I am sure that fewer new developments have been done. However, it was very encouraging to see that whilst the number of entries may have reduced somewhat, the overall quality of the entries had not and once again the initial impact of seeing about 100 cartons on display for the Judges was truly gratifying. New ideas, new shapes, changes of use, better runnability on packaging machines – all these elements were on display and once again the Judges had some difficulty in selecting the winners from the impressive display.

I am once again indebted to the Judges for the hard work they put in to arrive at their decisions. This is no easy task as we ask them to look in detail at all cartons and also they are listening to advice from our carton packaging expert Peter Klein Sprockelhorst to ensure that the benefits of all entries are fully understood and evaluated by the Judges. I therefore offer my sincere thanks on behalf of both Pro Carton and ECMA who jointly sponsor these awards, to Satkar Gidda the Chairman of the Judging panel, Pascal van Beek and Burgunde Uhlig for all their difficult judgements and also to Peter for his knowledge and advice to the Judges.

I also wish to thank all those companies who entered. This year we had entries from fifteen countries which is higher than in any previous award and, with the difficult markets in which carton manufacturers have been operating, I am grateful to all the companies who entered for taking the time and trouble to do so and for displaying such excellent entries.

Sadly the entry level in the pharmaceutical category was very low this year and with no entries that stood out against the judging criteria, the Judges felt that they could make no award this year.

Entry levels in all other categories met expectations and as you will see in the following pages, the winners demonstrate true innovation, flair and excellence. Many of the decisions made by the Judges were very closely run and it was only after much discussion that final agreement was reached.

Another most encouraging facet of this year's awards was the number of entries that clearly demonstrated the sustainability characteristics of their entries. Many cartons had been designed specifically to replace other materials or to use less material so that the products can now be packed in a more sustainable way. This is a very welcome development that is gathering pace all the time and more and more packaging users and specifiers are seeing the benefits to their businesses of moving to carton packaging.

Again my thanks to all the companies who entered and my congratulations to all the winners. I very much hope you enjoy looking through this booklet and, as in previous years, all the winners, finalists and all other entries can be seen on our dedicated website at [www.cartonawards.com](http://www.cartonawards.com).

Richard Dalglish  
Zurich September 2010

# CHAIRMAN OF THE JURY COMMENTS FROM SATKAR GIDDA

## THE JURY

A small reduction in entries this year turned out to be irrelevant as the quality of cartons submitted was equal to and possible even better than in 2009.

One way of recognising the quality of entries is to see the Judges split on their view of a winner and shortlist. This happened in a number of categories and there ensued a debate as to the individual merits of each carton shortlisted.

As has been stated before, the best cartons are not necessarily the most complex. Simplicity of construction, consumer appeal, consumer interaction, on-shelf impact and ease of manufacture are just some of the factors that we consider. Equally, whilst premium packs are often impressive, we have to look beyond that and determine the individual qualities of each carton regardless of the value of the product it contains.

Those cartons that were fully thought through with graphics were most impressive as it showed that an integrated graphic and structural design can be extremely powerful as a piece of brand communication. Cartons that on the face of it were extremely eye catching, became even more impressive in the hand and more so when we de-constructed them to get a better understanding of the idea behind each one.

The global economy has once again been rightly mentioned and this has led to some brand owners to shift from other materials to carton board for various efficiencies or to reduce the amount of carton board used. However it should not be forgotten and should be coupled with the trend of consumers demanding more sustainable packaging – it also makes brand owners look good in the eyes of their consumers. These consumers are very much aware of the impact of packaging on the environment and the carton industry is best placed to deal with this demand.

Satkar Gidda  
London September 2010

**Satkar Gidda**  
Siebert Head



**Pascal van Beek**  
Unilever



**Burgunde Uhlig**  
Brigitte Magazine



**SPECIAL ADVISOR  
TO THE JURY**

**Peter Klein**  
Sprockelhorst



# FINALISTS

BEAUTY & COSMETIC



OFFICIAL NAME OF ENTRY:  
EOIPSO VERKAUFSVERPACKUNG  
MIT MAGNETVERSCHLUSS

CARTON PRODUCER:  
CHESAPEAKE STUTTART GMBH

CARTONBOARD MANUFACTURER:  
GMUND

BEVERAGES



OFFICIAL NAME OF ENTRY:  
COFANETTO RISERVA LUNELLI

CARTON PRODUCER:  
PUSTERLA 1880 SPA

CARTONBOARD MANUFACTURER:  
GMUND

BEVERAGES



OFFICIAL NAME OF ENTRY:  
MULTIPACKUNG FÜR NICHT  
ETIKETTIERTE BIERFLASCHEN

CARTON PRODUCER:  
VAN GENECHTEN PACKAGING

CARTONBOARD MANUFACTURER:  
KORSNÄS

**OFFICIAL NAME OF ENTRY:**

WELCOME HOME

**CARTON PRODUCER:**

VAN GENECHTEN PACKAGING

**CARTONBOARD MANUFACTURER:**

UNSPECIFIED



CONFECTIONERY

**OFFICIAL NAME OF ENTRY:**

XMAS TREE GIFT BOX RANGE

**CARTON PRODUCER:**

FIRSTAN LTD

**CARTONBOARD MANUFACTURER:**

KORSNÄS



CONFECTIONERY

# FINALISTS

FOOD



**OFFICIAL NAME OF ENTRY:**  
FRENCH FRIES TAKE & GO HOLDER

**CARTON PRODUCER:**  
ISTRAGRAFIKA D.D. CROATIA

**CARTONBOARD MANUFACTURER:**  
MAYR MELNHOF KARTON

FOOD



**OFFICIAL NAME OF ENTRY:**  
MY MÜSLI PORRIDGE

**CARTON PRODUCER:**  
SMURFIT KAPPA BADEN  
PACKAGING GMBH

**CARTONBOARD MANUFACTURER:**  
SMURFIT KAPPA BADEN KARTON

**OFFICIAL NAME OF ENTRY:**  
FALTSCHACHTEL MIT INTEGRIERTEM  
STEGEINSATZ, ABNEHMBARER KLAPPARTE

**CARTON PRODUCER:**  
KARL KNAUER KG (COPACO)

**CARTONBOARD MANUFACTURER:**  
KORSNÄS



NON-FOOD

**OFFICIAL NAME OF ENTRY:**  
VERPACKUNG PORTUGAL SPEZIAL

**CARTON PRODUCER:**  
SCHELLING AG

**CARTONBOARD MANUFACTURER:**  
STORA ENSO



NON-FOOD

**OFFICIAL NAME OF ENTRY:**  
PLOPPER

**CARTON PRODUCER:**  
ACKET DRUKKERIJ KARTONAGE BV

**CARTONBOARD MANUFACTURER:**  
IGGESUND



NON-FOOD

OFFICIAL NAME OF THE ENTRY:.....TOMMY HILFIGER, SUMMER FRAGRANCE, MEN , WOMEN  
CARTON PRODUCER: ..... CD CARTONDRUCK AG  
BRAND OWNER:..... ESTÉE LAUDER COMPANIES  
CARTONBOARD GRADE:..... TRUCARD MATT  
CARTONBOARD MANUFACTURER:..... TULLIS RUSSELL

## FLAIR

### GLOBAL NETWORKING FOR AN UNFORGETTABLE EXPERIENCE

This exceptional carton is the result of close transatlantic teamwork. CD Cartondruck in Germany developed the concept together with design group of Estée Lauder in the USA. The successful cooperation has existed for a long time and includes numerous other projects.

Lauder's briefing specified: (1) a nautical subject, (2) anchor and wheel, as well as (3) a three-dimensional look. And another major challenge was added: the entire background was to resemble a canvas sail.

The visual 3-D effect is created by the innovative interplay of internal chamber and the embossed decorative elements of anchor and wheel. The complex contours and delicate cutting around the wheel make very high demands on production. The special embossed structure, together with the matt material, give the carton the special textile-like character, which complements the overall look perfectly.

The graphic design supports the impression of high quality and value: the dark coloured areas on the inside form a clear contrast to the light outer areas and reinforce the three-dimensional effect. The elegant, timeless style combines ideally with the maritime flair of the fragrance. Here, ultimate value goes hand in hand with exceptional visual presentation and the use of environment-friendly materials.

## JURY COMMENTS

The Judges were amazed at the apparent simplicity of this carton which hid some very sophisticated techniques. The clever cutting with a coloured background that provided a highlight on the carton was achieved using a single sheet of cartonboard so allowing ease of filling with a most effective and striking look. The clean lines and design, the linen impression embossing and fact that the illustration continued around the fold of the carton gave an instant shelf appeal. The elegance of the design would provide stand out on the shelf and the Judges felt that this was an excellent carton that demonstrates that "less can be more"







OFFICIAL NAME OF THE ENTRY:.....VERNISSAGE PURSE  
 CARTON PRODUCER: .....BOXMARCHE SPA  
 BRAND OWNER:.....OENOFOROS  
 CARTONBOARD GRADE:.....BIANCO KRAFT PATINATO CKB 250 GM<sup>2</sup>  
 CARTONBOARD MANUFACTURER:.....STORA ENSO



**PREMIERE**  
 WINE PACKAGING WITH NEW SILHOUETTE

The “Vernissage” wine packaging has already been launched on the Swedish market in April 2008 – in a square bag-in-box system. The target group was consumers of white wine, which in Sweden are mostly women aged over 25. The packaging was attractive and elegant, created in white and gold – impressive, but conventional.

The owner of the brand, Takis Soldatos, and graphic designer Sofia Blomberg had had for a while the idea of designing and launching a very special bag for female consumers. Together with their packaging supplier BoxMarche they examined the technical possibilities for such an innovative solution and designed a completely new bag-in-box in the shape of a handbag. The amazing thing: production of the new packaging is as simple as for the old one, only filling requires slightly more effort.

The new “Vernissage” was launched at the beginning of 2010 – with fantastic success. Up to July, sales had increased by 500 per cent! And that certainly sounds like more to come. In the autumn the new packaging will be launched on the German market, line extensions with red and rosé wine are planned, and extending the successful concept is also being worked on.

**JURY COMMENTS**

The “bag in box” wine system has been around for about 30 years, but this was the first time the Jury members had seen such an innovative design in this market. Most of the boxes used are rectangular and this striking shape allied to excellent graphics took the wine box to a new level which they felt also would appeal to women far more than conventional boxes. It was also felt that this would be a great gift and on the shelf would almost guarantee attention. Shaped like a handbag the Judges said that this almost redefined this packaging as a “bag in bag”!

OFFICIAL NAME OF THE ENTRY:..... CADBURY ROSES TIN REPLACEMENTS  
 CARTON PRODUCER: ..... CHESAPEAKE BRANDED PACKAGING  
 BRAND OWNER:..... CADBURYS  
 CARTONBOARD GRADE:..... INVERCOTE DUO  
 CARTONBOARD MANUFACTURER: ..... IGGESUND



SUSTAINABILITY

**TIMES ARE A-CHANGING  
 CARTONBOARD INSTEAD OF METAL**

The objective was both clear and challenging - A high quality folding carton which offers all the advantages of tin-plate packaging. The Chesapeake design team developed a solution perfectly suited for confectionery. Nonetheless, it was not easy to find a leading confectioner willing to commit to this new idea. Finally, an "innovation day" convinced Cadbury.

But the road to success was a long one. Following extensive tests, a cartonboard suitable for this application was selected. Then a cost-effective solution to machine erect the cartons had to be found to produce the relatively small runs for the first sales trials at a leading UK retailer.

As volumes increased, a larger development team at Chesapeake took on the task to ensure that the relatively thick cartonboard could be glued cost effectively. From a graphic point of view the decision was taken to go for a combination of matt and gloss varnish. A third varnish was also applied to provide non slip properties so the packs would not move on the pallet during transportation. All varnishes had to pass Cadbury's stringent taint & odour standards.

Four hurdles had to be overcome, and the results proved more than positive:

- Marketing: an attractive carton, which demonstrates pack differentiation
- Cost calculation: significant savings, without compromising brand values
- Technology: an innovation, aligned with Cadbury's initiative "Purple Goes Green"
- Production: substantial reductions in pallet costs

**JURY COMMENTS**

The jury were very impressed with this entry that showed how cartons can replace other packaging materials to give an environmental benefit. This is a major confectionery line and the pack has been converted into cartonboard from metal and in doing this the Brand Owner has linked his house colour, purple, and the environmental benefits of the change by using the slogan "purple goes green". The overall design is similar to the previous package and so it will retain its impact on the shelf but now by promoting the benefits of using a renewable and easily recyclable material it offers consumers a more environmentally suitable pack.

OFFICIAL NAME OF THE ENTRY:.....MARC O'POLO FRAGRANCE MEN AND WOMEN  
 CARTON PRODUCER: ..... CARL EDELMANN GMBH  
 BRAND OWNER:..... BEAUTY BRANDS INTERNATIONAL  
 CARTONBOARD GRADE:..... UZ 1 350 G/M<sup>2</sup> DELOS SATIN  
 CARTONBOARD MANUFACTURER:..... PAPETERIES CANSON SAS



**PROFILE**  
 A VALUABLE LOOK AND PERFECT LOGISTICS

The briefing was extensive: type of fragrance, target group, visual requirements and the marketing concept were clearly defined. A comprehensive project meeting included the design agency, confectionary contractor, carton manufacturer, glass supplier, nozzle manufacturer and the customer. An ideal starting point for Edelman to convert the “robust” brand image into an integrated overall concept.

The packaging series for Fragrance Men and Women had an extremely sturdy appearance. Base, lid and collar are reinforced by doubling the material, giving the strength of a rigid box. The packaging is supplied flat and pre-glued to save on transport and storage costs: the individual components can be erected, folded and assembled without further glueing. This variable concept makes it possible for different sizes of bottles (Men and Women) to use the same outer packaging.

The design of the carton mirrors the bottle. Bottle and packaging are rectangular and have a robust look, with a recessed surface on the front which displays the Marc O'Polo label. The carton is printed and the interior components embossed with a lined structure (black for Men, white for Women), giving a pleasant feel.

The new carton was well accepted – both by their own Marc O'Polo shops as well as by the perfumeries. Not really surprising: it stands out well from other products on the shelf.

**JURY COMMENTS**

The Judges were very impressed with these cartons as they looked sophisticated, smart and would be highly appealing on the shelf in a market that is crowded with excellent packaging. The comparative simplicity of the look hid the complexity of the design and the cut out panel on the front gave a depth that was very appealing. The carton also suited the bottle inside so giving a fully coherent image to the consumer. The graphics were not complex yet truly effective and the overall impression was one of quality and elegance.

OFFICIAL NAME OF THE ENTRY:..... VINO-BASKET  
 CARTON PRODUCER: ..... A&R CARTON BREMEN GMBH  
 BRAND OWNER:..... WEINGÄRTNERGENOSSENSCHAFT LEHRENSTEINSFELD E.G.  
 CARTONBOARD GRADE:..... 425 GM<sup>2</sup> KORSNÄS CARRY  
 CARTONBOARD MANUFACTURER:..... KORSNÄS



**WINE IN A BASKET**  
**WINE CARTONS AS SALES AIDS**

Selling wine has changed considerably in the past few years and the wine market is hotly contested. The retailers demand easier handling of packaging in their stores. But wine cartons must also appeal to the consumer visually, give information and be convincing. The packaging must be easy to erect at the POS, easy to open and easy to carry.

A & R Carton discovered the need for innovation and launched an internal competition among its designers in 2008. This resulted in the creation of the Vino-basket to hold six bottles of wine, similar to the open basket carriers used for beer in the US. The shape of the basket lends an attractive appearance. The well-positioned grip allows the basket to be carried comfortably, even with heavy wine bottles. The pre-glued lid offers protection against removal and additional stability.

WG Lehrensteinsfeld, a medium-sized vintner in Baden-Württemberg, immediately showed great interest in the carton with its high presentation potential. The simple handling of the Vino-basket, which is supplied pre-glued, was yet another advantage. The graphic design reflects the company colours (red, gold and black) and rounds off the harmonious overall look.

The concept is still in its early days. At the end of March this year, WG Lehrensteinsfeld presented the Vino-basket at the ProWein Fair in Düsseldorf. The trade showed great interest.

**JURY COMMENTS**

Whilst the Judges had seen similar types of packaging for wine before, this was they felt, an interesting and sophisticated development. The additional piece of cartonboard that slides over the top of the bottles not only gives additional strength which is essential for such a heavy pack – 6 x 75 centilitre bottles - but also gives a much better opportunity for additional graphics to help promote and sell the product. On shelf impact would be high and the pack can be used after initial use either for storage or even as a carrier to dispose of old bottles.

OFFICIAL NAME OF THE ENTRY: INSPRIRERENDE PREMIUMVERPACKUNG FÜR HÜPPEN-SPEZIALITÄTEN  
 CARTON PRODUCER: ..... PAWI VERPACKUNGEN AG  
 BRAND OWNER: ..... GOTTLIEBER SPEZIALITÄTEN AG  
 CARTONBOARD GRADE: ..... KEAYKOLOR  
 CARTONBOARD MANUFACTURER: ..... ARJO WIGGINS

CONFECTIONERY



**PURE PLEASURE**  
 RE-POSITIONING OF A TRADITIONAL PRODUCT

“Hüppen” – a sort of waffle roll – have been available in Switzerland for over two hundred years. The “Gottlieber Hüppenmanufaktur” looked for new ideas to attract new target groups for this traditional specialty. Design for the re-branding was created by the agency Packthis, the new carton was supplied by the proven partner PAWI Packaging, who have excellent references as a specialist for chocolates.

The customer used PAWI as a “sparring partner” for the development of the packaging: PAWI Packaging fulfilled the design requirements for materials, construction as well as finishing according to the customer’s specifications. The result: the exclusive “Premium” product line.

The carton with its hinged lid and interior hollow wall is the same for all three Premium waffle varieties. Differentiation is via a box sleeve which closes the hinged lid and shows the waffle variety, both visually and in print. The brown carton imparts a

warm and elegant aura. After removing the sleeve, the carton can be opened both ways, like a book. On the inside of the book lid one can read about the company’s history. The Hüppen waffle rolls are positioned next to each other and protected by fine tissue paper in a hollow wall box.

The packaging was well received by the market and additional production has commenced.

**JURY COMMENTS**

A truly elegant pack that reflects perfectly the high quality of the contents. Whilst it looks initially deceptively simple, the attention to detail caught the Judges’ eye. The gold line on the box itself is used also on the slip over cover and after the slip cover has been removed the box can be used elegantly on a table to dispense the chocolates which are packed themselves so that they continue with the gold and brown theme of the main package. A good design for gifting with the carton giving a clear indication of a quality product.

OFFICIAL NAME OF THE ENTRY:..... DAVIDOFF CARTON DISPENSER FOR MINI CIGARILLOS  
 CARTON PRODUCER: ..... GANTENBEIN AG  
 BRAND OWNER:..... OETTINGER IMEX AG  
 CARTONBOARD GRADE:..... ZELLULOSEKARTON GC1, 330 GM2  
 CARTONBOARD MANUFACTURER: ..... M-REAL

SHELF READY & DISPLAY PACKAGING



**APPEALING**  
 MULTIFUNCTIONAL DISPLAY TECHNOLOGY

For their POS activities, the customer wanted an inexpensive, attractive, conspicuous, sturdy yet small dispenser, which was to encourage consumers to purchase the mini cigarillos. The original briefing had envisaged a single tower for only one product, but the prototype produced jointly by the Gantenbein and Balcart companies was so well received by the customer, that the presentation of up to three brands was made possible.

The list of requirements for the display packaging was defined to include

- assembly and filling was to be easy,
- they should be stable and not fall over,
- they should not be ripped after opening the front (hence only a small tear perforation),
- the towers had to be refillable (top loader),
- the sequence of towers was to be optional,
- 3, 2 or only 1 tower could be placed (hence perforation at base)
- the retailer can see immediately how many packs are still in the tower (viewing slit at rear),
- the information brochure was easy to access and remove (hence a hinged dispenser)

As all these details had to perform perfectly in the market, there were a number of tests and prototypes. In the final development stage, the packaging went to the graphic designer, who designed the surfaces, and then to the printers. The market success proved the design team right.

**JURY COMMENTS**

The entry stood out amongst the other entries in the category. The Judges felt that a great deal of thought had been put into it to make it as versatile as possible. It could be displayed as a three section display but also simple perforations allowed it to be separated into either a two piece or one piece display. It was also thought to be clever to have included a holder on the back that allowed the display of individual cigars. The pack was also designed to be refilled easily which makes it very user friendly at the point of sale.

OFFICIAL NAME OF THE ENTRY: ..... SPECIAL. T BY NESTLÉ  
 CARTON PRODUCER: ..... LIMMATDRUCK/ ZEILER (COPACO)  
 BRAND OWNER: ..... NESTLÉ SUISSE SA / NESTLÉ SPECIAL.T  
 CARTONBOARD GRADE: ..... IBIS 300 GM2  
 CARTONBOARD MANUFACTURER: ..... BUCHMANN GMBH

ALL OTHER FOOD



**HARMONY**  
 COMPLETELY NEW TEA LOGISTICS VIA INTERNET

Nestlé are launching a new capsule system for tea lovers. The product “Special.T” stands for ultimate quality and convenience, precisely the values that the tray and carton packaging made by Limmatdruck/Zeiler convey: simply exquisite.

The packaging consists of a carton with two trays containing five capsules each. The openings which hold the drop-shaped tea capsules in the tray, have a newly developed, specially stamped wave shape. The trays offer perfect protection during logistics and transport – especially important as the product is shipped via mail. The inks and varnishes used are low-migration and odourless and comply with the new strict Swiss consumer products regulations.

Handling of the packaging is extremely simple. The pack is opened via a tear perforation and thus incorporates a tamper-proof guarantee. The product was launched this year in France and western Switzerland, followed by other countries, such as Germany and Italy. Limmatdruck/Zeiler not only developed the carton and tray, but also helped with the graphic design, outer packaging (transport packaging) and with packaging technology. All inks and varnishes are low-migration and odourless.

**JURY COMMENTS**

This new entry to the market had impact. The overall design and look was attractive and when opened the interior fitments were well made to hold the individual “pods” of tea. They were shaped as small drawers and so could easily be pulled out to get the “pod” and so the Jury felt that consumers would like the intuitive way this worked and that it would be well received. The design meant that the carton was easy to fill and the graphical design would attract attention at the point of sale.



OFFICIAL NAME OF THE ENTRY:.....SCHATULLENBOX  
 CARTON PRODUCER: ..... STI GROUP  
 BRAND OWNER:..... LEICA CAMERA AG  
 CARTONBOARD GRADE:.....GD 2 - 230 GM<sup>2</sup> AUF F-WELLE  
 CARTONBOARD MANUFACTURER:.....MAYR-MELNHOF/ KOLB



ALL OTHER NON FOOD

**PRESTIGE**  
 ULTIMATE PERFORMANCE IN COMPACT DESIGN

The makers of prestigious cameras, Leica, have launched for the first time a compact camera, "Made in Germany". To reflect the high quality product, the carton team of the STI Group developed a prestigious case-like box in close co-operation with Leica "The customer wanted to show off his new camera proudly to family and friends in the newly developed packaging". Overall, development took over one year.

The matt black box purposely sets it apart from the conventional deep-drawn components and styrofoam inserts to reflect the value of the camera. It offers a high degree of convenience and at the same time serves to contain the product and its accessories. The contents are arranged over three levels: the upper part of the box is for the camera and the hard case, the middle drawer section offers room for the operating manual and further product information. The bottom drawer is reserved for cables and other accessories.

Fine cord strings are integrated to open the individual sections, and integrated magnets make sure the box is shut properly. The black printed carton is finished with a special scratch-resistant matt cellophane, tested specifically by STI for this purpose, and offers good grip and scratch resistance. This way the quality product is given permanent protection in a high quality packaging solution.

**JURY COMMENTS**

This winner was summed up as a quality package for a quality product. Not only did the carton look good with its understated design but it was also supremely practical as it held and displayed the camera well but also contained two generous drawers that were designed specifically to hold the instruction manual and also the various cables and attachments that are necessary. The simplicity of the graphics and colours used enhanced the appeal of the carton and gave an immediate impression that this was a quality product so demonstrating that cartons, well designed and made, can demonstrate quality effectively.

OFFICIAL NAME OF THE ENTRY: ..... HAPPY MEAL 3D  
 CARTON PRODUCER: ..... VAN GENECHTEN PACKAGING  
 BRAND OWNER: ..... HAVI GLOBAL SOLUTIONS  
 CARTONBOARD GRADE: ..... TOPCOLOR  
 CARTONBOARD MANUFACTURER: ..... MAYR-MELNHOF



**NEW DIMENSIONS**  
 SUSTAINABILITY IN LOGISTICS, PRESENTATION AND ENVIRONMENTAL PROTECTION

The new movie series “Shrek” gave McDonalds the idea of packing 3-D glasses into their traditional “Happy-Meal” boxes. The briefing for the packaging was close to a “Mission Impossible” – the integration of 3-D glasses into a Happy Meal box without affecting handling in the restaurant. It became even worse: the Van Genechten company had to agree to a lead time of 8 weeks for the production of 12 million cartons.

The concept was created within just one week: a “Happy Meal” box with integrated glasses and a new, patented production method. The requirements were extremely complex. As the glasses were to be used by children, they had to be easy to handle. The lenses had to be suitable for direct contact with foodstuffs, as well as offering transmittance values suitable for computer screens and printed cartons. All health and safety regulations had to be complied with to ensure approval as a toy.

The results were better than purchasing ready-made 3-D glasses in every respect: ease of handling was absolutely convincing. The lenses consist of a thin acetate film and can be recycled with the paper and are thus fully biodegradable. To allow printing on both sides, the lenses are sandwiched between two layers of carton.

Instructions are not necessary and the future is assured: with this new invention, glasses can be integrated into any type of carton at very low cost.

**JURY COMMENTS**

The Judges were amazed how the design of this carton had been done to offer a pair of 3D glasses that were fully integrated into the pack. This is a high volume product and by designing this clever carton from a single piece of board that includes the glasses, it ensures that it can be manufactured and used in high quantities and at high speed. The glasses can be simply and easily removed from the carton using the perforation and so the pack is also very user friendly. In summary and excellent packaging solution.



AR Carton Kuban



AR Carton Kuban



AR Carton Kuban



Schut Hoes Cartons bv



Gantenbein AG



Smurfit Kappa Zedek BV



Smurfit Kappa Zedek BV



A&R Carton AB



rlc | packaging group



A&R Carton Oy



Papierwerk Landshut  
Mittler GmbH & Co. KG



Chesapeake Branded Packaging



Chesapeake Branded Packaging



Chesapeake Branded Packaging



A&R Carton Bremen GmbH



Mayr-Melnhof Packaging  
International GmbH



Mayr-Melnhof Packaging  
International GmbH



Mayr-Melnhof Packaging  
International GmbH



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International GmbH



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International GmbH



Mayr-Melnhof Packaging International GmbH



Mayr-Melnhof Packaging International GmbH



Mayr-Melnhof Packaging International GmbH



Mayr-Melnhof Packaging International GmbH



Mayr-Melnhof Packaging International GmbH



Mayr-Melnhof Packaging International GmbH



A.C. Schmidt A/S



Van Eerd b.v.



A&R Carton - Werk Frankfurt



topac GmbH



GPP Industrie Grafiche Spa



STI Group



Acket drukkerij kartonnage bv



Model PrimePac AG



Model PrimePac AG



STI Group



Limmatdruck/ Zeiler (COPACO)



Limmatdruck/ Zeiler (COPACO)



STI Group



Venk Ofset Ltd.



Chesapeake Stuttgart GmbH



colordruck Baidersbronn  
W. Mack GmbH & Co. KG



STI Group



Edelmann Group



Carl Edelmann GmbH



Carl Edelmann GmbH



Edelmann Group



Carl Edelmann GmbH



Carl Edelmann GmbH



PAWI Verpackungen AG, Schweiz



Höhn Displays + Verpackungen GmbH



STI Group



Firstan Limited



Firstan Limited



Mayr-Melnhof Packaging  
International GmbH



Nampak Cartons B.V. Hoogerheide



Alzamora Packaging S.A.



Styl. S. Koskinidis S.A.



STI Group



August Faller KG



Fratelli Roda SA



Schelling AG, Oensingen



Schelling AG, Oensingen



Schelling AG, Oensingen



Schelling AG, Oensingen



Schelling AG, Oensingen



Schelling AG, Oensingen



BOXMARCHE spa



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



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