

Pro Carton ECMA Carton Award





Roland Rex, President Pro Carton

Introduction by Roland Rex, President Pro Carton and Andreas Blaschke, President ECMA

Yet another record-breaking year for the 20th Pro Carton ECMA Award: more participants, from more countries, with even more entries. This goes to show that the Pro Carton ECMA Award is both an attractive and recognised platform for the cartonboard and carton industry to present itself together with packaging designers, brand owners and the retail trade.



Andreas Blaschke, President ECMA

The message is clear: the importance of packaging as a marketing instrument continues to grow, and sustainability is stepping up its role as part of brand identity. And cartons

- are getting smarter as well as developing a versatile interior design: with issues such as safety closures, product arrangement or presentation being addressed.
- offer sustainable alternatives to other packaging materials - in particular with regard to plastics which are not that popular with consumers.
- are becoming a consciously applied marketing tool and active sales instrument in the age of multi-channel marketing.
- underline the sustainability aspects of brand management and are seeing more targeted use.
- are a "visual treat" at the Point of Sale: not only with "vivid" colours, but even more so through structural design.

The judges from all sections of the Supply Chain were impressed by the surprising and convincing ideas: Satkar Gidda (SiebertHead, Chairman of the Jury) was responsible for design and marketing together with Susanne Lippitsch (SL Design), and Wilfried Duivenvoorden (Unilever) for the brands. Lotte Krekels (Carrefour) represented the views of the retail trade, Peter Strahlendorf (publisher of "New Business") judged on behalf of the market and consumers. Peter Klein Sprokkelhorst acted as consultant to the jury with regard to the technical finesse of the submitted concepts, and we would like to thank them all for their tremendous effort!

On 15th September 2016, the prizes were awarded in festive surroundings at the ECMA Congress in Antibes/Juan-les-Pins in France. A comprehensive PR and Marketing Package from Pro Carton ensures that the trade press throughout Europe reports on the winners and finalists and their entries.



INTRODUCTION

www.procarton.com

New this year is the presence on the most important Social Media channels:
share, "like" and communicate on the finalists and winners at
www.procarton.com.

The competition's big success will continue next year: the 2017 Award entry terms and conditions will be published in February as always, and deadline for submissions is 25th May 2017. We already look forward to an abundance of new ideas!

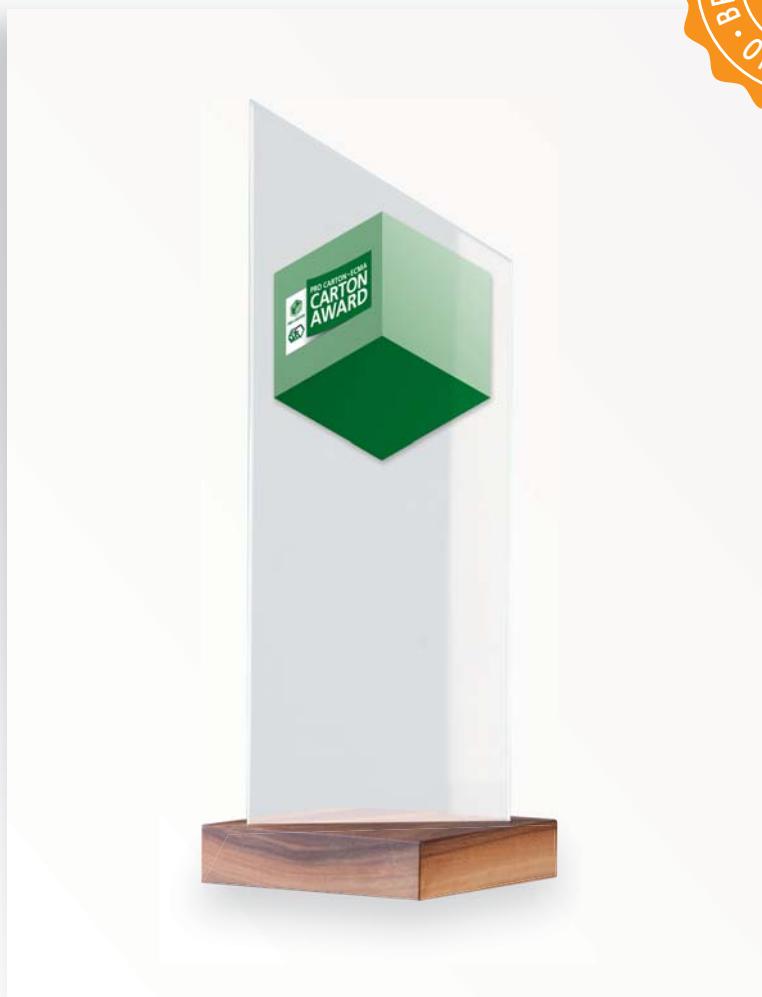
A black ink signature of Roland Rex, President Pro Carton.

Roland Rex, President Pro Carton

A black ink signature of Andreas Blaschke, President ECMA.

Andreas Blaschke, President ECMA

September 2016



This year we had the highest number of entries ever and whilst I could not detect a theme running through the various packs, it was evident that certain entries did make the jury members smile as they discovered the cleverness or simplicity or sheer innovation of some of the packs – not immediately evident.

It is also good to state that all categories were well represented, making our task harder of course. On this occasion, judging took longer than ever. Not just because of the number of entries but mainly because of the quality, as there was little to choose between the shortlisted groups of packs within each category.

I am also delighted to say that once again there were 'not seen that before' entries. Really excellent thinking with the consumer in mind. We all like packs that are not only appealing to look at but ones we can interact with or ones that have other sensory elements to them.

Carton packaging that carries the key elements of the product and therefore make a holistic presentation, one that reflects the product inside the carton, make for a very powerful and appealing presentation and we certainly see that more and more, which might suggest that all elements of the chain are working together to achieve the brand objectives.

In closing and on behalf of all the jury members, thank you to all of the entrants and we can honestly state that each year the quality just gets better.



Satkar Gidda
July 2016



Satkar Gidda, SiebertHead

Satkar Gidda studied Business Studies and Marketing and is Sales & Marketing Director of SiebertHead, the longest established brand and packaging design consultancy in the UK. His primary responsibility is presenting the skills of SiebertHead. He also works with global clients on helping them create that all important one to one communication between the brand and the consumer.



Lotte Krekels, Carrefour Belgium

Lotte Krekels has worked in packaging for over 15 years, the last four years as packaging manager. She is head of the packaging department at Carrefour Belgium. Her role encompasses food safety, sustainability and design of the Carrefour private label packaging on the Belgian market. Carrefour Belgium is one of the main retailers in the Belgian market and is part of the Carrefour Group, the world's second largest distribution group with almost 10,000 stores.



Susanne Lippitsch, SL Design

Susanne Lippitsch graduated from the masterclass for Industrial Design at the University of Applied Arts in Vienna. During her training she studied at the master-class for Packaging at the Escola de disseny Elisava in Barcelona. Since 2001, she has worked as an independent packaging designer. Since 2002 she has taught packaging design in Graz and Salzburg. Her work has won several prizes and her clients include many prestigious companies.



Wilfried Duivenvoorden, Unilever

After university, Wilfried Duivenvoorden immediately joined the packaging industry. After 10 years, he joined Unilever in 1999 working in a European Procurement role for rigid containers for the ice cream and frozen foods business. Since 2006 he has been working as Global Procurement Manager for folding cartons, paper cups and cartons for Unilever Foods and Home & Personal Care.



Peter Strahlendorf, "New Business"

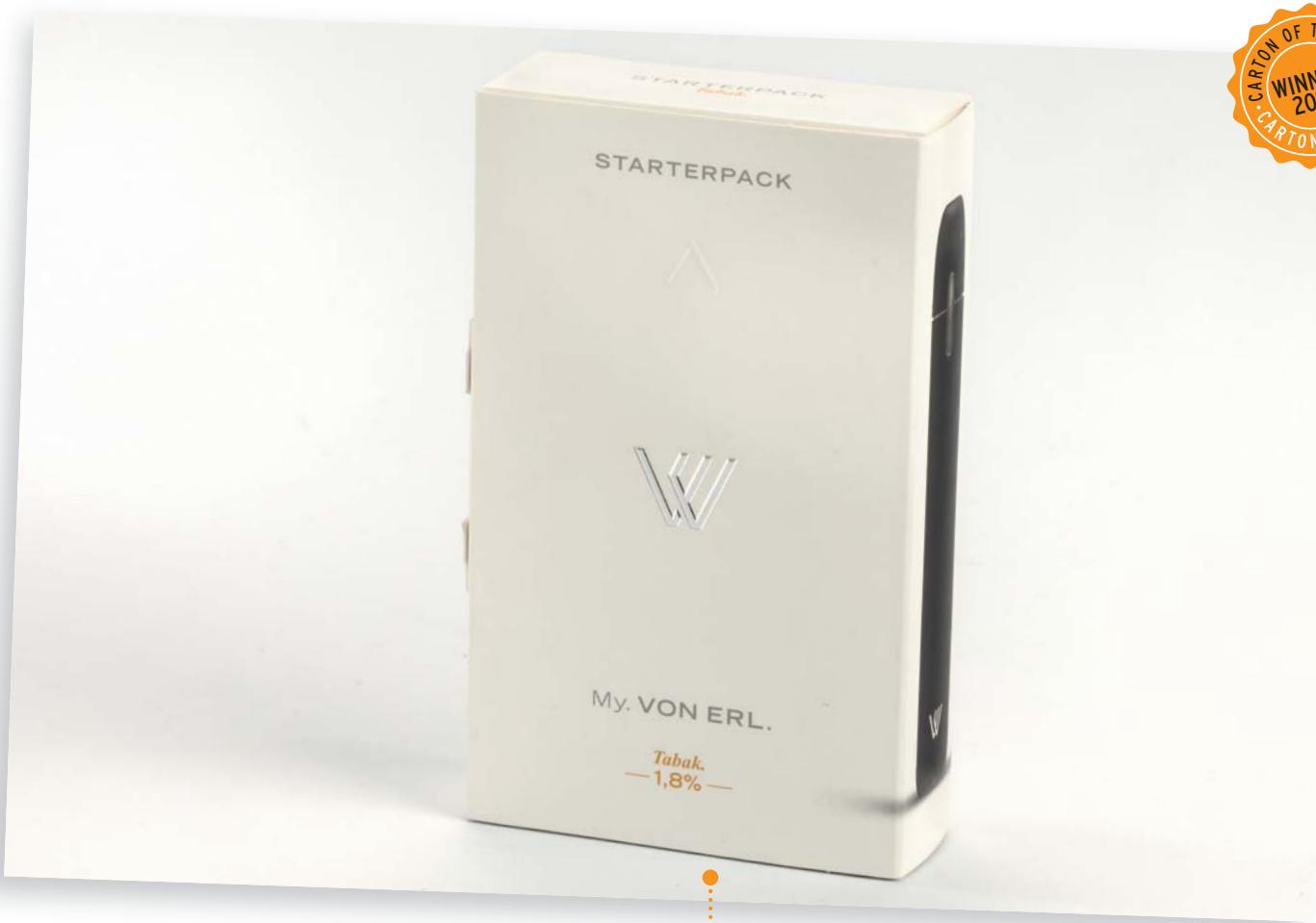
Peter Strahlendorf started his career as a consultant and researcher at Unilever's ad agency Lintas in Hamburg. Later he worked as journalist and consultant in the markets advertising, media and marketing. After four years as Director communications & PR at the TV-Station Sat.1 he bought the German trade publication "New Business" in 1997. Since then he has been working as publisher and Editor in Chief.



Peter Klein Sprokkelhorst (Advisor to the Jury)

After training as a mechanical engineer, Peter Klein Sprokkelhorst decided to join the paper-processing industry. In 1982 he became managing director of Zedek Deventer Holland (which today belongs to the Smurfit Kappa Group) and turned the company into a major display and packaging supplier in Europe. He retired in 2008, but with 45 years of experience is still active as an independent consultant.





**Official Name of Entry | My. Von Erl
Entrant | AR Packaging Group**

Carton Producer | **A&R Carton Graz**

Brand Owner | **Von Erl**

Structural Designer | **Heinz Steinkellner, Mario Rassi
(A&R Carton Graz)**

Graphic Designer | **Barbara Lackner (Mut Creative)**

Cartonboard Manufacturer | **Metsä Board**

Jury Comments:

From the front face the carton looks like a refined, premium pack with lovely embossing, hot foil and varnishes. It is not until you open it that the My. Von Erl pack really makes you say 'wow'. Without the use of any other material other than cartonboard, the pack holds together and presents beautifully, all of the elements and extras needed for this eCigarette product. The board engineering is truly impressive.

Beauty from within

The Carton of the Year is a magnificent example of the options offered by cartonboard. The structural designer and the customer sales department worked together closely on this project right from the beginning. The idea was to replace an existing pack through a better one in every respect: the customer wanted an even more sustainable pack than before, it was to be easy to handle while being robust and efficient for storage. The benchmark was high and one thing was clear: the answer could only be cartonboard.

First of all, the pack impresses through its understatement: an elegant premium look with that certain touch. The graphic design is stylish and urban, it is directed at cultivated, modern people. The discrete and clear appearance gives no indication of the complexities of its interior. All is revealed when opening. The clear graphic design was enriched with embossing, hot foil and a semi-matt varnish. The noble and subtle design also affords a very pleasant tactile experience.







**Official Name of Entry | Beam-Box
Entrant | Fr. Schiettinger (Göppingen)**

Carton Producer | **Fr. Schiettinger**

Brand Owner | **Varta Consumer Batteries**

Structural Designer | **Varta/Fr. Schiettinger (Göppingen)**

Graphic Designer | **Varta Consumer Batteries**

Cartonboard Manufacturer | **Moritz J. Weig**

Jury Comments:

Not only an eye catching carton but new for the battery sector where the batteries are held within a carton container without the need for a plastic blister and yet is properly reclosable – a clear advantage over the blister packs.

Cartonboard all the way

Attractive, sustainable, innovative and practical to use – this triangular carton simply has everything good packaging needs. It is sustainable, not just because it is made of cartonboard only, but also due to its storage function. The customer had asked for a recloseable carton as normally only individual batteries are removed from the pack and the others stored. The pack is secured via a special closure system which can be opened and closed easily. A solution ideal for cartonboard.

The Beam Box is not only an eye-catcher, it is highly functional as well and sends out a powerful message. The striking shape of the pack picks up on Varta's visual logo (triangular shape of a light beam) and fits in perfectly with the positioning of their brand. This provides perfect brand recognition at the Point of Sale. An additional clincher is the variety of ways of presenting the product, for example, the cartons can be displayed as circles or pyramids, with and without showing the product.





Official Name of Entry | **Pago Fruit Juice: Honeydew-Mango Promotion**

Entrant | **Mayr-Melnhof Packaging International**

Carton Producer | **Mayr-Melnhof Packaging Austria**

Brand Owner | **Eckes-Granini Austria**

Structural Designer | **Gerlinde Gruber & Thomas Parkfrieder**

Graphic Designer | **Martha Ploder & Gerlinde Gruber**

Cartonboard Manufacturer | **WestRock**

Pure joie de vivre

The idea started off with the customer looking for a new way to fixate sampling bottles. The focus was on replacing the adhesive tape which had so far been used to fixate the sampling bottles in the crate, whilst supporting branding at the same time. The reason being that the solution with the adhesive tape was time-consuming and always looked somewhat untidy. Now the sampling bottles can be secured during running production and without slowing down the production line.

At the same time, the customer wanted to attract catering customers to a new variety of Pago fruit juice in an elegant manner. The two graphic designers who had already developed the design elements for the new brand identity created a colourful layout and an amazingly simple fixation system, which allowed full branding and can also be used to provide additional information for special promotions. The cartonboard is easy to remove completely and can be fully recycled.





Official Name of Entry | Flormar All Eyes on Me Collection
Entrant | Printpark

Carton Producer | **Printpark**

Brand Owner | **Kosan Kozmetik**

Structural Designer | **Printpark**

Graphic Designer | **Kosan Kozmetik**

Cartonboard Manufacturer | **Metsä Board**

Jury Comments:

The Flormar All Eyes on Me Collection certainly achieved the 'all eyes on me' claim. All the judges were fascinated by these little packs that not only had to achieve brand and product communication but through the effect of print techniques and 'flock' it had this amazing in-hand feel which just had to be touched.

Sexy carton

This carton design presents newly developed products in a highly attractive manner. To attract customers' attention, the design focuses on two highly current trends: the houndstooth pattern which is very popular in the textiles and cosmetics industry, and the equally as popular velvety texture. This resulted in the cosmetics industry's first carton with a velvety decoration on a matt metallised surface. The velvety surface even rounds the corners without breaking.

Using special foil printing (flock printing) in combination with high-quality UV-printing, the pack is given that very special finish, making it extremely attractive for the product at the Point of Sale. It can be filled automatically as this printing technology is highly robust and resistant. The trendy presentation in the current fashion look made some of the products so successful, both in terms of sales and consumer feedback, that they have been included in the programme permanently.



Official Name of Entry | Oliva by CCS Earth**Entrant: Eson Pac**Carton Producer | **Eson Pac**Brand Owner | **CCS Healthcare**Structural Designer | **Joachim Elmquist, Eson Pac**Graphic Designer | **CCS Healthcare**Cartonboard Manufacturer | **Billerud Korsnäs****Truly natural**

This carton with its wooden look fits perfectly with the Fairtrade product, underlining its naturalness and sustainability. It is practical to carry and the contents are always well visible. Depending on the Point of Sale, it can contain various products (body lotion, shower oil, body cream, sugar scrub). The carton is supplied flat, plastic was dispensed with altogether.

**Official Name of Entry | MIU MIU****Entrant: Multi Packaging Solutions**Carton Producer | **Multi Packaging Solutions**Brand Owner | **Coty Group**Cartonboard Manufacturer | **Iggesund****Cosy**

The pillow pattern on this carton immediately conjures up the well-known design of the MIU MIU leather bags – a demanding packaging design specifically targeted at young consumers. Sophistication combines well with elegance and the association with haute couture. The finishing in particular – embossing and hot foil – demands considerable technical precision and expertise.

**Official Name of Entry | Biomaris Ampoule Case****Entrant: STI Group**Carton Producer | **STI Group**Brand Owner | **Biomaris**Structural Designer | **STI Group**Graphic Designer | **Büro 7 visuelle Kommunikations GmbH**Cartonboard Manufacturer | **Sappi****Exclusive quality**

This packaging does two things at once: the unusual design in the shape of a bag attracts attention, while the finishing underlines the exclusiveness of the products. In combination with discrete hues of silver and grey, the bright white of the carton stands for special purity. Promotional messages are omitted completely to underline the high quality of the products.





**Official Name of Entry | Polz Brandy XO
Entrant | Cardbox Packaging Holding**

Carton Producer | **Schachner-Pack**
Brand Owner | **Weingut Erich & Walter Polz**
Structural Designer | **Schachner-Pack**
Graphic Designer | **Brokat Werbeagentur**
Cartonboard Manufacturer | **Stora Enso**

Jury Comments:

In the view of the judges, the packaging for this 0.5l XO bottle from the Polz family worked very well holistically. Graphically it looks smart, elegant and premium with subtle use of gold and the 2 piece carton construction complements this with an elegant, almost book-like appearance while providing adequate protection for the bottle without overpackaging.

Noble by nature

For their new product, the customer wanted an attractive and expressive packaging. And they got it! In record-breaking time, too: the two-part packaging for the special shape of the brandy bottle – a box part with lid and an insert which is fixated by pressing down the flaps – was on the market within three months.

The unpretentious but noble look for a high-quality product was created through a combination of black and gold with the brown natural fibres on the inside – a natural dialogue with the colour of the brandy. The transparent writing is well visible depending on the incidence of light. Design and holistics of this pack convey the noble naturalness of the contents. This is accentuated by printing with a matt soft touch varnish and a glossy dispo-varnish spot on top. The packaging is erected manually and filled and presented in specialised trade outlets, where it attracts attention immediately.



Official Name of Entry | Astuccio Bag in Box Carawine
Camper Primitivo Puglia
Entrant: Box Marche

Carton Producer | **Box Marche**
 Brand Owner | **Barone Montalto**
 Structural Designer | **Barone Montalto**
 Graphic Designer | **Barone Montalto**
 Cartonboard Manufacturer | **Stora Enso**

Holiday flair

"A perfect barbecue with good friends and a good wine": this was the motto for the packaging in the shape of a caravan which instantly creates a holiday atmosphere. On the shelf, the unusual shape immediately attracts the attention of consumers. Once the wine has been finished, the pack can be used as a children's toy.



Official Name of Entry | Courvoisier VSOP VAP 2015
Entrant: Van Genechten Packaging

Carton Producer | **VG Angoulême**
 Brand Owner | **Courvoisier, Suntory group**
 Structural Designer | **VG Angoulême**
 Graphic Designer | **Courvoisier**
 Cartonboard Manufacturer | **Stora Enso, Mayr-Melnhof Karton**

The charm of luxury

"The Golden Age of Paris" was the topic for this limited edition in the colours violet and gold, with a pattern reminiscent of the steel construction of the Eiffel Tower. The logistic constraints – the small maximum defined footprint – and the extreme level of quality were key factors for this unique concept which completely dispensed with windows made of plastic.



Official Name of Entry | Stolichnaya Elit GP 0,5 l
Entrant: Cardbox Packaging Holding

Carton Producer | **Schachner-Pack**
 Brand Owner | **Schlumberger Wein und Sektkellerei**
 Structural Designer | **Schachner-Pack**
 Graphic Designer | **Schlumberger Wein und Sektkellerei**
 Cartonboard Manufacturer | **International Paper**

Elitist values

Extremely successful and already reordered - a two-part construction with mounted lid and base closure. The shapes of product and carton are in perfect harmony. The pack is laminated with a soft touch foil and application of glossy UV spot varnish elements. This highlights the extreme exclusivity of the product - Elite is regarded as the world's best rated vodka.





Official Name of Entry | EGG BOX
Entrant | Karbest

Carton Producer | **Karbest**
 Brand Owner | **De Neuville**
 Structural Designer | **Karbest**
 Graphic Designer | **De Neuville**
 Cartonboard Manufacturer | **Stora Enso**

Jury Comments:

Clever, attractive, innovative and fun were just some of the words used to describe this carton that contains mini chocolate eggs, without the need for any plastic at all. It was evident that the shape of this pack will have high impact on-shelf and appeal to the target market of children.

Sweet chicks

Two classical objectives clearly dominated the development of this carton from the beginning: high visual attractiveness and a real added benefit. The silhouette was to remind of an Easter Egg, and the customer did not want any plastic packaging at all, but a one hundred percent sustainable concept. This solution was chosen from the four presented structural designs – an unusual design with attractive graphics and which can be erected automatically.

The secondary packaging for chocolates is made from materials which are also exceptionally well suited for foods – and replaces the plastic packaging normally used. The cartonboard chicks can also be used as toys or for holding pencils, paper clips or the like on a desk. The high attraction level at the Point of Sale, also for a young audience, fully met the customer's expectations.



Official Name of Entry | Christmas house
Entrant: Van Genechten Packaging

Carton Producer | **VG Kvadra Pak**
 Brand Owner | **Laima/Orkla Confectionary & Snacks Latvia**
 Structural Designer | **VG Kvadra Pak**
 Graphic Designer | **brandbox**
 Cartonboard Manufacturer | **Billerud Korsnäs**

Fun to play and enjoy

The Christmas house can be unfolded in the middle as often as playing children want to, and yet it is made of a single piece of cartonboard. The creative, innovative use of standard techniques resulted in a fantastic carton which can be produced on normal machines and is nonetheless something special.



Official Name of Entry | Pack for Lindt
Entrant: Multi Packaging Solutions

Carton Producer | **Multi Packaging Solutions – Stuttgart**
 Brand Owner | **Lindt**
 Structural Designer | **Lindt France**
 Cartonboard Manufacturer | **Iggesund**

Icon in gold

A carton in the shape of an icon, the Eiffel Tower: made with a magnificent cold foil finish, filled from the bottom and then closed, with a string handle for carrying. The products can be viewed through the outer window. The packaging is erected manually according to customer specifications and filled. The design resulted in an encouraging increase in sales.



Official Name of Entry | Advent Calender Fabian Rimann
Entrant: Offsetdruckerei Schwarzach

Carton Producer | **Offsetdruckerei Schwarzach**
 Brand Owner | **Fabian Rimann**
 Structural Designer | **tba**
 Graphic Designer | **tba**
 Cartonboard Manufacturer | **Sappi**

Elation

In the highly competitive world of chocolatiers it is essential to be noticed - with style: absolute quality and one hundred percent sustainability are obligatory – as are seasonal offers with appropriate messages. This Advent calendar fulfills all these demands with harmony and elegance and impresses through clear lines and the unmistakeable profile of the Swiss Alps. And what's more: it can be refilled!





Official Name of Entry | Orion Pharma Oy SILEO
Entrant | AR Packaging Group

Carton Producer | **A&R Carton Oy**
 Brand Owner | **Orion Corporation**
 Structural Designer | **Susanna Sotka, Juuso Lindqvist**
(A&R Carton Oy)
 Graphic Designer | **Shandy, Max Söderholm, today BusDir**
(Omnicon Media Group Finland)
 Cartonboard Manufacturer | **Stora Enso**

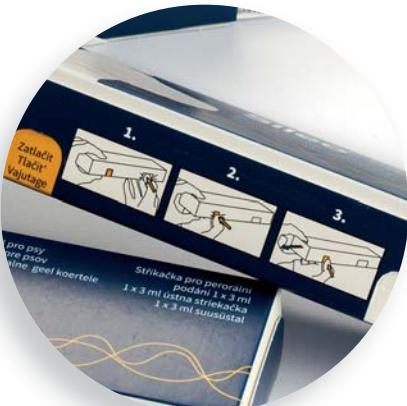
Jury Comments:

Whilst the product content had no bearing on the judging and the pack, outwardly, is nothing special, the judges were amazed at the internal engineering of the pack, which allowed it only to be opened by depressing the highlighted (in yellow) areas to open the pack and where the contents were also safely secured.

At the push of a button

The history of this child-proof packaging already began in 2014. It was required for a totally novel product which contained calming substances. One can see at a glance that it is intended for dog owners. A dark blue background shows the contours of a dog's head, alongside product information and instructions for use. The main requirement was for a closure mechanism which could be opened and closed at least ten times. For easier handling by adults, the touch areas for opening are highlighted in colour.

The structural core idea was to produce the carton in a single run on the machine as well as filling in a single run. One and a half years of development time, numerous designs and many tests were necessary to find this fascinating and totally novel solution: a child-proof box made of a single material! No plastic parts, neither inside or outside! Functionality, usability and sustainability are absolutely state-of-the-art.



Official Name of Entry | Abilify Maintena
Entrant: Rondo

Carton Producer | **Rondo**
 Brand Owner | **Otsuka & H. Lundbeck**, Packaging site:
Elaipharm H Lundbeck
 Structural Designer | **Erich Specker, Hanne Kastberg Grønne, Cemil Ertürk**
 Graphic Designer | **H. Lundbeck A/S**
 Cartonboard Manufacturer | **WestRock**

Perfect handling

Structural design, quality of the cardboard and overall size were selected in close cooperation with the brand owner. The result is a pack made exclusively of cartonboard and therefore with excellent sustainability, which is easy to manufacture and protects the various elements for therapy as well as presenting these clearly after opening.



Official Name of Entry | Biovotion
Entrant: Edelmann

Carton Producer | **Edelmann**
 Brand Owner | **biovotion**
 Structural Designer | **Edelmann**
 Graphic Designer | **Veikko Rihu (Infinity)**
 Cartonboard Manufacturer | **Stora Enso**

Sympathy and purity

The basic idea behind this concept was to avoid rattling and other noises, as this reflected the philosophy of the product: discrete quality. The high white ratio provides a feeling of purity and naturalness, the use of colour on the inside is for reasons of functionality, making opening an experience as well as guiding the user visually through the process of unpacking.



Official Name of Entry | Ringana PACKS (Pack A, B, C, D, E und Sport)
Entrant: Cardbox Packaging Holding

Carton Producer | **Schachner-Pack**
 Brand Owner | **Ringana**
 Structural Designer | **Schachner-Pack**
 Graphic Designer | **moodley brand identity**
 Cartonboard Manufacturer | **Metsä Board**

For a better life

A complete relaunch for an attractive direct-marketing product which supports quality of life: a tray construction which can be used vertically or horizontally. The success even exceeded the high expectations and massive sales increases are attributed in no small part to the packaging. The cartons have been reordered, in even larger numbers than before.





**Official Name of Entry | Coffee Capsules
Entrant | Rattpack Group**

Carton Producer | **Rattpack Group**

Brand Owner | **Amann Kaffee**

Structural Designer | **Rattpack Group**

Graphic Designer | **zurgams kommunikationsagentur**

Cartonboard Manufacturer | **Metsä Board**

Jury Comments:

It would be fair to say that this pack for Amann Kaffee is indeed stylish and would not look out of place, visible in the kitchen. The pack itself contains 4 different types of coffee capsules where each variety is featured on the 4 different main faces of the pack. The carton is a beautiful construction and feels good in the hand and to the touch thanks to the use of various print finishes. This is complemented by a secure, magnetic opening and closing 'lip'.

Cool look

This carton is both unusual and convincing: it is trendy, stylish, cool and sustainable, can be reclosed and is of unique quality – and is a major sales success. As a promotional pack it offers the option of trying different coffee varieties as well as placing this practical dispenser next to the coffee machine, always keeping the brand in the consumer's view.

The selected structural design greatly exceeds the usual expectations for carton packaging. The number of coffee pods is four times higher than normal, and the option of securely resealing the pack with a magnet is unique. Each of the four coffee varieties is represented on one of the four main faces of the pack.

The graphic design plays with special printing effects (matt and glossy UV printing, hot foil and embossing) and is yet quite reduced. The packaging only generates a quarter of the waste normally associated with the usual packaging in this product segment.



Official Name of Entry | M&S Curry Kit**Entrant: Firstan**Carton Producer | **Firstan**Brand Owner | **Marks and Spencer**Structural Designer | **Paul Stevens**Graphic Designer | **Kestrel**Cartonboard Manufacturer | **Billerud Korsnäs****Maximum effect**

The customer's expectations were extremely high: maximum visibility for the product, maximum presence on the shelf, plenty of space for informative text, and all that with the requirement of using as little material as possible to keep the price down. The result is convincing: all products are perfectly visible, and a very small amount of cartonboard has led to considerable increases in sales.

**Official Name of Entry | M&S Vietnamese Style Chicken Wrap****Entrant: Graphic Packaging International**Carton Producer | **Graphic Packaging International**Brand Owner | **Marks and Spencer**Structural Designer | **Graphic Packaging International**Graphic Designer | **Kestrel**Cartonboard Manufacturer | **Billerud Korsnäs****Difficult to miss**

An innovative carton was wanted to promote a wonderful product. The result offers maximum visibility through a large window. The design on the base is angled and the product "leans" towards the consumer. This distinguishes the product presentation from all comparable products on the shelf and attracts the consumer's attention.

**Official Name of Entry | Nesquik 3D****Entrant: Van Genechten Packaging**Carton Producer | **VG Kvadra Pak JSC**Brand Owner | **Nestlé Russia**Structural Designer | **VG Kvadra Pak JSC**Graphic Designer | **Confection factory Rossiva**Cartonboard Manufacturer | **Metsä Board****Iconic profile**

Nestlé Russia wanted to surprise consumers in the new year with an innovative and eye-catching packaging. The result is a simple and yet unusual solution. The dynamic design creates an amazing 3D effect and supports the brand by highlighting the iconic Bunny. Sales increased above expectations and the carton had to be reordered.





Official Name of Entry | Camacho Cigar Packaging U.S. market Entrant | PAWI Verpackungen

Carton Producer | PAWI Verpackungen

Brand Owner | Oettinger Davidoff

Structural Designer | Stephan Springer PAWI Verpackungen

Graphic Designer | Scott Birtwistle

Cartonboard Manufacturer | Iggesund

Jury Comments:

A completely new way of presenting cigars using cartonboard instead of tin. Very eye catching and totally unexpected giving rise to a lot of interest from the judges.

How very masculine

When talking cigars, one generally thinks of packaging made of tin or wood. But this solution made of cartonboard has numerous advantages: it saves on resources, is more environment-friendly and amazingly lightweight, leading to considerable savings in logistics. And it allows perfect visual design. Yet further proof that cartonboard packaging has its place in packaging areas otherwise dominated by materials which are less resource-saving and less environment-friendly.

The connection between lid and base creates a lifting effect when opening, thus perfectly presenting the three premium cigars. The cavity wall packaging with machine-applied magnetic closure adds to the value of the product. The rounding of the inlay is reminiscent of a barrel. The shape of this version has proved so convincing that it is also being used for other product versions under the name of "Half moon" shape. The masculine and reduced design only features black and grey and reminds strongly of metal motorcycle elements. The packaging leaves no doubt about the target group: real men!



Official Name of Entry | Soul & Brace
Entrant: Rattpack Group

Carton Producer | **Rattpack Group**
 Brand Owner | **Soulbrace Accessories**
 Structural Designer | **Rattpack Group**
 Graphic Designer | **Soulbrace Accessories**
 Cartonboard Manufacturer | **Metsä Board**

Young and dynamic

Normally such products are packaged in plastic packs, but the customer wanted something new: the presentation of the product was to be young, dynamic and luxurious. Therefore the conscious decision to go for high-quality cartonboard packaging was taken. There are four different product lines - all can be presented on one display. Various types of finishing were used in production.



Official Name of Entry | Astute
Entrant: Lucaprint Group

Carton Producer | **Lucaprint Group**
 Brand Owner | **A.G.R.**
 Structural Designer | **Ufficio tecnico Lucaprint**
 Graphic Designer | **Astute graphic department**
 Cartonboard Manufacturer | **Billerud Korsnäs**

Non-slip saddle

Elegant, versatile, robust, shelf-ready, minimalistic - this is how this carton presents an absolute top product. Owing to the three-part packaging, the saddle remains firmly connected to the base where it is protected from falling out through a special anchor. The collection can also be wall-mounted. The flexibility of the presentation with a part of the packaging was the key to global success!



Official Name of Entry | Volvo Luxury Spare Key Storage Box
Entrant: Omaks Packaging

Carton Producer | **Omaks Packaging**
 Brand Owner | **Volvo Nieuwenhuijse Sleuteldossje Incl.**
 Structural Designer | **Alparslan Kaleli**
 Graphic Designer | **RingelDesign/Rep Ringel**
 Cartonboard Manufacturer | **Metsä Board**

Unforgettable

The order was to create a truly unique storage option for keeping spare car keys - and it was to reflect the features of the brand. The successful application of graphic elements such as 3D embossing on a pale blue metallic surface and the classic "crumple zone" in the interior of the carton have created an unforgettable carton which also includes the name of the local car dealer.





Official Name of Entry | Reload, the perfume mini-spray
Entrant | Snel BV

Carton Producer | **Snel BV**
 Brand Owner | **Reload labs**
 Structural Designer | **Kasper digitale media bvba**
 Graphic Designer | **Tom Hoens**
 Cartonboard Manufacturer | **Iggesund**

Jury Comments:

The product created by 'Reload' uses perfume sprays from major fragrance houses and is a housing for these perfumes but these different housings can be used over and over again. The carton packaging appealed to the judges in the way it held the elements in place as well as the detailed internal printing as well.

One for all

The idea came from a company which develops disruptive solutions for the beauty market. The core idea was to find a packaging which works both in-store and online. Due to the small quantities, consumers can test the desired perfume inexpensively. The enclosed voucher can be used for additional information and offers the consumer a discount if they register on the customer's website with a code, enabling further contact.

Numerous perfume manufacturers have signed up to this concept and created own looks according to their corporate design. This has resulted in high-end designs with embossing, gold foil and a printed inner carton. The spray pump included is reusable, promoting the sustainability aspect. The insert which fixates the mini-spray can also be reused and does not need to be disposed of. Fixation of the insert and the voucher was difficult: only cartonboard was able to meet all the requirements of this packaging.



**Official Name of Entry | BİRÜYA SHELF-READY DISPLAY
DESIGN BY DD**
Entrant: Duran Dogan Printing and Packaging
Carton Producer | Duran Dogan Printing and Packaging
Brand Owner | Ulker Çikolata
Structural Designer | Duran Dogan Printing and Packaging
Graphic Designer | Matis
Cartonboard Manufacturer | Kartonsan

Accomodating

"Bi'rüya" means "a dream" in Turkish. An entirely new chocolate experience was to become reality under this name. The multi-layer carton was to promote the "handmade" feeling. The specially designed display is attractive on the shelf and offers an excellent perspective through the angled design. Due to the success of the packaging, the customer has already transferred the concept to a further brand.

**Official Name of Entry | Signal WHITE NOW
Entrant: rlc | packaging group**
Carton Producer | rlc | packaging group, Leunisman
Brand Owner | Unilever
Structural Designer | brandpack
Graphic Designer | Unilever
Cartonboard Manufacturer | Stora Enso

Cartonboard is more

The briefing: to replace the previous packaging made entirely of PET, which tended to crack quickly, through a hybrid packaging made of cartonboard with a significantly lower plastic ratio. The new design allows viewing the product from three sides. The holistic approach was of overall importance: construction, production and packaging processes are perfectly aligned.


**Official Name of Entry | Artisan Styled Maldon Salt Packs
Entrant: Mayr-Melnhof Karton**
Carton Producer | Qualvis Print & Packaging
Brand Owner | Maldon Crystal Salt Company
Structural Designer | Qualvis Print & Packaging
Graphic Designer | Pearlfisher
Cartonboard Manufacturer | Mayr-Melnhof Karton
Salt of the earth

Carton was chosen, as it offers the greatest flexibility for small batches, but also because it offers sufficient space for advertising, and, of course, because Maldon has always been packaged in cartons, making it part of the brand identity. Creative design can be tested stepwise for various batches and allows scalable activation. The salt is exported to 60 countries. Response via Social Media from customers, buyers and even end consumers, was overwhelming.

Pro Carton ECMA Carton Award

All photos and texts for download in English, German,
French, Italian and Spanish.

View the videos of the winners and the finalists on
www.procarton.com



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



Printed on Crescendo® C2S 220 g/m² by WestRock

This brochure is printed with mineral oilfree inks: this contributes to clean recycling.