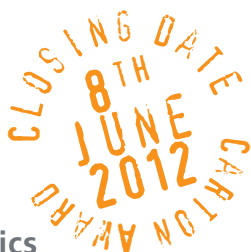


The Award for the Best Carton Packaging of the Year 2012



Categories

- Beverages
- Confectionery
- Beauty & Cosmetics
- Food
- Non-food
- Pharmaceuticals
- Shelf Ready & Display Packaging
- Volume Markets



Special awards

- Carton of the Year
- Most Innovative Design
- Sustainability Award



PRO CARTON

Association of European Cartonboard and Carton Manufacturers



ENTER ONLINE

www.procartonecmaaward.com



Foreword by Roland Rex – President Pro Carton

Last year we made some successful changes to the Pro Carton/ECMA Award. The new branding of the Award has proved extremely helpful. It now has a face of its own and numerous winners have asked for the logo to communicate their success.

They have recognised that the Award provides excellent support for their own marketing activities.



Together with the winners and finalists from 2011 we increased our level of publicity – we wanted to present our exemplary cartonboard concepts to an even wider audience. In addition to ongoing public relations we made the winning ideas available as exhibits for congresses, trade shows and events. The winning originals were able to communicate their “charisma” live. The concept caught on faster than expected: already during the first year in 2011 a number of presentations were held in several European countries.

We would like to promote these co-operations even more throughout this year.

In 2012 the Pro Carton/ECMA Award has taken another major step forward. In its 16th year the Award is now open to all partners in the supply chain. As of now entries are no longer limited to the members of Pro Carton or ECMA, anyone involved in the development of a concept with cartonboard – be it the brand owners, retail trade or design – is welcome to enter directly if they believe “their” idea is worthy of an award.

We believe that this is yet another step in opening the Award to all relevant players in Europe, not only by increasing the number of entries, but by involving them in spreading the message that cartonboard is not only a sustainable form of packaging, but also one with high creative merits.

We would like to create further developments to make the Pro Carton/ECMA Award one of Europe’s most significant awards in packaging.

The more involved you are, the greater the support the Award can contribute to the carton industry.

We look forward to your entries!

PRO CARTON
Association of European Cartonboard
and Carton Manufacturers



What's new in 2012

Entry for the Pro Carton/ECMA Award is now open for all partners of the supply chain. Everybody involved in the development of carton-

board packaging is welcome to enter: brand owners, retailers, designers, cartonboard manufacturers and the folding carton industry.

The Pro Carton marketing activities

- Award ceremony at the ECMA Congress in September 2012 in Copenhagen
- High quality photography of all entries
- Videos of the judging for each category
- E-news to 8.000 European contacts: brand owners, retailers and designers
- Press releases to key supply chain media in 22 countries
- Website publication on www.procarton.com, www.procartonecmaaward.com, www.ecma.org
- Winning cartons are included in the rotating presentations on www.procarton.com
- Award brochure, including all winners, finalists and entrants, printed in English
 - All winners with success stories and jury comments
 - All finalists with short descriptions
- All news and Award brochure report published on www.procartonecmaaward.com in 5 languages: English, French, Italian, German and Spanish
- Awards for winners, certificates for finalists
- Roadshow with winner and finalist cartons at fairs, congresses, events, etc., throughout Europe

Suggested marketing activities: for Pro Carton/ECMA Award winners and also finalists

- National celebrations at events, meetings, etc. for your associations
- Company events with your team and supply chain partners
- National/local press activities
- Promote your successful carton with the Award logo
- Use Award logo as link to www.procartonecmaaward.com
- Use Award logo for any publication material
- Add your successful carton with Award logo to your sales presentations
- Mailing of the Award brochure to your customers, etc.
- Printing and mailing of "your" page from the brochure
- Winner and finalist cartons available for exhibitions at fairs, congresses, events, etc.
- Etc.

Judging criteria

- Structural design
- Graphic design
- Marketing concept
- Innovation
- Carton manufacturing sophistication
- Packaging performance
- Machineability, processing and handling
- The judges will select from all entries the Carton of the Year, the Most Innovative Design and the Sustainability Award. The Sustainability award will be judged as the entry that best demonstrates the sustainability of cartons and cartonboard

Entrants are asked to highlight specific "sustainability attributes" with their entry

Rules for entry

- All entries must be manufactured for sale
- Entries may be submitted by anyone but all entries must have been printed and converted by an ECMA or Pro Carton member
- All entries must be produced predominantly from cartonboard or cartonboard laminated to microflute (with a depth of 1mm or less)
- All entries must have been produced and sold in 2010, 2011 or 2012
- No purely promotional cartons can be accepted
- If entries need to be returned, this will be at the cost of the entrant
- All entries must be accompanied by a completed entry form signed by a company representative and with a written approval from the brand owner
- All entries should wherever possible contain the product for judging purposes. This is not essential for perishable goods
- Each entry will be judged on the merits of the carton only
- For the volume market category, carton entries must have been sold in quantities exceeding 1 million units. "Families" of cartons which exceed this quantity may be entered
- Entrants may submit unlimited entries
- The carton manufacturer's name should not appear on the carton if possible. If it does, it will be hidden from the judges
- Three examples of each entry should be submitted
- All entries should be submitted under one of the categories. Entries may be reclassified at the judges' discretion
- The results will be announced at the ECMA Congress: 19th-22nd September 2012 in Copenhagen
- Pro Carton and ECMA reserve the right to use all entries for publicity purposes
- The decision of the judges will be final

Procedure for entry

- Entry forms must be signed by a representative of the company making the entry
- A letter of approval, signed by the brand owner, must accompany each entry
- A minimum of three samples, preferably with contents, should be submitted for judging
- If the content is not available please replace with a dummy or a photo to give an impression of the packaging/product concept
- Entry forms should be completed as fully as possible in English, French, German, Spanish or Italian
- Carefully pack and send entries to
Pro Carton/ECMA
Laan Copes Van Cattenburch 79,
NL-2585 EW The Hague, Netherlands
- Entry fee/s: € 100.- per entry;
further entries per entrant/production unit: -25%;
early bird entries by 4th May: -10%
should be paid as indicated on the entry form.
No entry will be accepted unless the full fee has been paid
- **Entry- and brand owner approval forms in English, French, German, Italian and Spanish are available at www.procartonecmaaward.com**
- Closing date 8th June 2012

ENTER ONLINE

www.procartonecmaaward.com



Pro Carton/ECMA Carton Awards 2012 – Online entry only

- 1. Please complete and submit the online entry form on www.procartonecmaaward.com.
- 2. Once you have submitted the online form, please print, sign and submit with the brand owner approval to Pro Carton/ECMA, Laan Copes Van Cattenburch 79, NL-2585 EW The Hague, Netherlands.
- 3. Please ensure the accuracy of all this information. It will be published in all printed and internet media without further checking.

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www.procarton.com • www.ecma.org
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This leaflet is available in PDF format; the entry and brand owner approval form are available in Word format on www.procartonecmaaward.com and www.ecma.org in English, French, German, Spanish and Italian.

If you need any further information please contact Pro Carton or ECMA.

Pro Carton

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ECMA

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Please return with entries before 8th June 2012 to Pro Carton/ECMA,
Laan Copes Van Cattenburch 79, NL-2585 EW The Hague, Netherlands



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