





EUROPEAN CARTON EXCELLENCE AWARD 2018



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The European Carton Excellence Award is the showcase event for the European carton-board and carton industry. Every year the wide range and capabilities of the industry are deservedly put under the spotlight. The award clearly reflects the current trends and innovations in the packaging market.

Successful solutions made of cartonboard are the future in most areas. This is because cartonboard is one of the most sustainable materials; it is also one of the best when it comes to communicating brand values, whether for luxury brands or everyday products.

This year some important changes have been made to further acknowledge and promote the excellence of the carton industry. Above all, we have reclassified the categories to mirror the size of the market sectors, to recognise the structural creativity and aesthetic qualities of the packaging and to emphasise the sustainable nature of our products.

As always, the jury came from all areas of the supply chain to reflect the requirements of the markets. We would like to take this opportunity to thank all the jurors for fulfilling their difficult task! New to the jury this year was Andrea Bottan from Nestlé who together with the jury Chairman, Satkar Gidda from SiebertHead – the international brand and packaging design consultancy – Lotte Krekels from Carrefour and designer Susanne Lippitsch jointly selected the winners and runners-up.

We are convinced that cartonboard and cartons will become the most widely used packaging medium in the next decade. Design, structure and functionality of the submitted solutions showed what is possible with cartonboard. Europe's ultimate award for carton packaging offers enormous advantages to participating companies, not only in terms of positive publicity, but also in terms of the motivation it generates among employees.

The Award enjoys high attention throughout Europe. In addition, there is significant marketing support – national and international press coverage, social media, e-marketing, videos, photos, industry PR, website, brochures and, of course, the certificates and trophies for winners and finalists! You can find everything on [www.procarton.com](http://www.procarton.com) as well as on the social media platforms Facebook, Twitter, Pinterest, Instagram and LinkedIn. Please share, like and distribute!



Horst Bittermann, President Pro Carton



Jean-François Roche, President ECMA



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Jean-François Roche, President ECMA

September 2018



With plastic now truly in the firing line of governments as well as environmentalists, it is a great opportunity for companies involved with cartonboard to really show what the material can do for a brand and the resultant benefits to the consumer.

The entries did not disappoint. In every category, I can state that the judges saw design, construction, structure and graphics that really made an impact and set cartonboard far away and above any other material.

Impact is not always created just by structure or by some glossy finish. As judges we have to assess the pack from several view points such as on-shelf, in hand, functionality and above all consumer benefit and consumer understanding of what the packaging is representing.

Choosing a winner in each category was not easy. It was easy, in fact, to make a case for several winners in each category. Like many competitions, there are fine margins between winners and finalists and so that is the case here but more so this year I feel.

Satkar Gidda  
July 2018







**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.



**Andrea Bottan, Nestlé**

Since 2014, Andrea Bottan has been Regional Strategic Buyer – Solidboard at Nestlé S.A. – Procurement Division, Vevey (Switzerland), as well as Zone EMENA Lead Buyer at Nestlé Italiana SpA, Assago. Born in 1982, he started his career in 2007 at Nestlé Italiana SpA. In 2009, he became Regional Demand and Supply Planner at the CESM (Coffee Ensuring Supply Management) Team and in 2011 Nestlé Adriatic S, Belgrade (Serbia), Regional Demand and Supply Planning Manager.



**Susanne Lippitsch, SL Design**

Susanne Lippitsch graduated in Industrial Design from the University of Applied Arts in Vienna. During her training she studied at the masterclass for Packaging at the Escola de disseny Elisava in Barcelona. Since 2001, she has worked as an independent packaging designer and has taught packaging design in Graz and Salzburg for over 15 years. Her work has won several prizes and her clients include many prestigious companies.



**Peter Klein Sprockelhorst (Advisor to the Jury)**

After training as a mechanical engineer, Peter Klein Sprockelhorst 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.



CARTON OF THE YEAR





**Official Name of Entry | 6 Mini Moët pack**  
**Entrant | Van Genechten Packaging**

Carton Manufacturer | **Van Genechten Packaging Angoulême**  
Brand Owner | **Moët & Chandon**  
Structural Designer | **Van Genechten Packaging Angoulême**  
Cartonboard Manufacturer | **BillerudKorsnäs**

## Jury Comments

This was a unanimous decision the moment we opened the box. The tear strip works well and neatly but it was that jaw dropping moment when we lifted the lid that stole the show. It was like opening a box of treasure, the way the products were presented and the way the internal carton was structured to hold several small bottles of champagne and their respective drinking vessels.

In the past, some of the winners have been relatively simple carton constructions, yet the winner here is more complex and all the better for it.

Spectacular!

## Taste a New Experience!

Moët & Chandon launched the Mini Moët pack as an ideal way to share pleasant moments with friends. It contains six mini bottles of Moët Imperial and six mini golden flutes. This boldly branded pack keeps the bottles perfectly positioned and protected. Indeed, it's easy to take out the inlay and create an ice bucket from the pack – just add ice cubes to refresh the Mini Moëts and enjoy! This cleverly designed pack is perfect for transporting and sharing Mini Moëts.

The response to the brief resulted in a conical construction with a flat inviolable top. A plastic handle is added to carry the party-box. The pack contains an easy to remove insert with two handles that hold the bottles and flutes. A really precise registration between gold design and white background is underlined by precise selective shiny and matt varnishes. The colours are wonderfully subtle.

Drink responsibly!





WINNER | SAVE THE PLANET



**Official Name of Entry** | FlatSkin®  
**Entrant** | Van Genechten Packaging

**Carton Manufacturer** | Van Genechten Packaging Kempten  
**Brand Owner** | Sealpac  
**Structural Designer** | Sealpac, Van Genechten Packaging  
**Cartonboard Manufacturer** | BillerudKorsnäs

## Jury Comments

When you consider the mountains of plastic and styrofoam currently used in the packaging of meat products throughout Europe and how much of that material is being avoided through this innovation, then this really is a worthy winner that is helping to 'save the planet'.

## Simply Ingenious

A simple straightforward pack, suited to almost any content: meat, seafood, vegetarian food, cheese ... Powerful POS presentation, printed on both sides with strong colours using low-migration inks. A barrier is integrated to protect the food from any migration. The packaging sets a new durability standard in many ways, offers an eco-friendly, new and unique way of presenting fresh food on the shelf. With the optional euro lock, the products can be presented hanging in a cooler.

The concept provides a large printed surface and at the same time transparency to see the product, whilst the content is perfectly protected. The packaging uses 75% less plastic compared to a conventional tray or shrink packaging. The integrated recycling tab enables consumer to easily split both materials for recycling. The pack is made predominantly from renewable cartonboard, instead of a plastic shell, without any loss of product quality.





**Official Name of Entry | Fibre Cup**  
**Entrant | Schur Pack Sweden**

Carton Manufacturer | **Schur Pack Sweden**  
Brand Owner | **Arla Foods**  
Cartonboard Manufacturer | **Stora Enso**

### Eco Cup

This new cup reduces the plastic content by more than 50%. The cup is reusable and can be collected as a paper-based product. The carbon footprint is less than half of a normal plastic product, but it has the same qualities and rigidity. If used for ice cream, the cup will not go soft which also applies if used for products like butter and other fats, cream and so on. That it is appealing to customers is already proven in the market, it looks good and it sells.



**Official Name of Entry | Rose Bio-Manufaktur/Microwaveable**  
**Entrant | Seda Germany**

Carton Manufacturer | **Seda Germany**  
Brand Owner | **Tress Lebensmittel**  
Structural Designer | **Seda Germany**  
Cartonboard Manufacturer | **Stora Enso**

### Resilience in Cartonboard

Usually this type of product is packed in plastic cups with a plastic lid. The challenge was to develop a paper cup that could be hot filled (80 °C), be stored chilled, provide 42 days shelf-life – and be microwaveable! These requirements were fulfilled through a customised coating, a flat rim with wide sealing area (for the membrane) and a strip to protect the inner side-seam. The paper-content is still 88%. The sealing membrane is protected by a paper lid.



WINNER | INNOVATIVE MATERIAL



**Official Name of Entry** | Modified Atmosphere (MA) Food Tray  
**Entrant** | Rapid Action Packaging

Carton Manufacturer | Rapid Action Packaging  
 Brand Owner | Waitrose, Sainsbury  
 Structural Designer | Quang Phung  
 Graphic Designer | Gavin Lawrence  
 Cartonboard Manufacturer | Iggesund

## Sealed-In Freshness

This food tray is the first of its kind for the fresh meat market and it claims to be the world's first that is a modified atmosphere carton tray: it seals in freshness and extends product shelf life. The lightweight FSC/PEFC board and film laminate structure makes it significantly different from plastic versions. It is 20% lighter and reduces oil-based plastics by up to 85% and is widely recyclable.

Its introduction is a direct response to the global environmental plastic issue. The board provides strength and a quality print surface for image and information and the film is high barrier. This can increase the shelf-life of food products for up to 28 days. In addition, it is available in different sizes, and features an easy-open design and large windows for great product visibility. The packaging helps food manufacturers stand apart from competitors as they are able to print in full on all sides of the cardboard packaging – an excellent branding opportunity.

## Jury Comments

Simple is best. This particular material and format is innovative in that it is lightweight and yet is able to hold ready meals totally hygienically as it is able to be hermetically sealed. A totally new offer of carton material that means replacing current plastic food containers.







**Official Name of Entry |** Reismühle Brunnen – Bio Rice  
**Entrant |** Mayr-Melnhof Karton

Carton Manufacturer | **CAG Cartonnagen**  
Brand Owner | **Reismühle Brunnen/Coop**  
Structural Designer | **CAG Cartonnagen**  
Graphic Designer | **Reismühle Brunnen**  
Cartonboard Manufacturer | **Mayr-Melnhof Karton**

### Barrier Board – food safe

The Swiss brand owner wanted to ensure the packaging for their organic rice was completely food safe so chose Foodboard™, a fully recyclable cartonboard with functional barrier. MMK convinced the company that Foodboard's proven, comprehensive migration protection, as well as its excellent runability on the packaging line, provided the perfect solution.



**Official Name of Entry |** McDonald's – Signature Collection  
**Entrant |** Mayr-Melnhof Karton

Carton Manufacturer | **Huhtamaki Foodservice Delta**  
Brand Owner | **McDonald's**  
Structural Designer | **Huhtamaki Foodservice Delta**  
Graphic Designer | **McDonald's**  
Cartonboard Manufacturer | **Mayr-Melnhof Karton**

### Sustainable Brand

The packaging of McDonald's Signature Collection is an excellent example of brand enhancement and sustain ability going hand in hand – the cartonboard guarantees premium product presentation through its consistently natural brown colour of the top and reverse sides. Brown color – the recycled Kraft cartonboard for a unique, natural presentation – reflects the trend towards natural packaging material.



**Official Name of Entry |** Corporate Gift Box 2017 for Nestlé  
**Entrant |** Goerner Formpack

Carton Manufacturer | **Goerner Formpack**  
Brand Owner | **Nestlé**  
Structural Designer | **Goerner Formpack**  
Graphic Designer | **Goerner Formpack/Nestlé**  
Cartonboard Manufacturer | **Iggesund**

### Recycling Design

High-quality and sophisticated transit packaging made from a fibre suspension of cardboard waste to hold four hand blown Murano glasses. The specific challenge was to fix the water glass to the glass bottom and to ensure that the thin-walled glass edge will not be touched by the packaging. Extensive drop tests were carried out to test that the glass would remained undamaged.



WINNER | LUXURY GOODS



**Official Name of Entry** | Jean Leon – Vintage Retro Suitcase  
**Entrant** | Grafopack

**Carton Manufacturer** | Grafopack  
**Brand Owner** | Jean Leon  
**Structural Designer** | Grafopack  
**Graphic Designer** | Jean Leon  
**Cartonboard Manufacturer** | Stora Enso

## Jury Comments

A package that is just simply inviting and unusual which makes it so eye-catching. Clearly a lot of thought and detail went into this pack to make it resemble the suitcase of old, complete with aged leather look and simulated travel destination stamps. The pack even closes like a suitcase.

It draws the eye everytime.

## History Reloaded

An exclusive luggage case gift pack. Using Kraft cardboard plus micro-flute material and matt laminate, it was possible to imitate an old fashioned material. The closure devices and leather handle give a touch of craftsmanship. The result is a vintage retro suitcase for premium wine bottles which recreates the original suitcase used by Mr. Jean Leon during his trip to the USA as a stowaway, where a new phase of his life would begin. Once the product is removed from the packaging, it can be reused as a small chest.

The development team created a simple package with a perfect final result and it replaces a rigid box. The product can be easily displayed because the case is delivered fully assembled. The packaging is attractive at the point of sale, showing the brand history.





**Official Name of Entry | Beluga Specialty Coffee Capsules**  
**Entrant | rlc | packaging group**

Carton Manufacturer | **rlc packaging group**  
Brand Owner | **Delica**  
Structural Designer | **rlc packaging group**  
Graphic Designer | **Studio Schoch**  
Cartonboard Manufacturer | **Stora Enso, Iggesund**

### The Packaging Experience

The packaging is as noble as the contents: the bronze coloured capsules lie gently wrapped in tissue paper in the two-piece packaging with satin pull tab. The slipcase, the inner part and the tissue paper with the label create a high-quality symbiosis. With the pull tab made of satin, which is inconspicuously attached to the bottom of the inner part, it can be pulled smoothly out of the slipcase. The customer is rewarded with a special unpacking experience.



**Official Name of Entry | Starskin #mask Boss VIP**  
**Entrant | Omaks Packaging**

Carton Manufacturer | **Omaks Packaging**  
Brand Owner | **Starskin**  
Structural Designer | **Alparslan Kaleli**  
Graphic Designer | **Starskin**  
Cartonboard Manufacturer | **Stora Enso**

### Reading Faces

The Starskin packaging is a book and a box in one. The structural design for this project is very difficult and complex. With a smart die cut it was possible to construct a book that could be produced as a box. The outcome is a smart looking book containing seven facial masks. The entire product is a great present for the consumer and reflects the high standard of the product itself. The book has many ways of folding, so that all parts of the printed paper are visible.



**Official Name of Entry | Vardon Kennett – Christmas Premium Packaging**  
**Entrant | Grafopack**

Carton Manufacturer | **Grafopack**  
Brand Owner | **Agulladolic**  
Structural Designer | **Grafopack**  
Graphic Designer | **Agulladolic**  
Cartonboard Manufacturer | **Stora Enso**

### Celebration Time

Point of sale attractiveness for Christmas: original and elegant packaging with metallic gold finishes on top of a creamy background. Once the user removes the sleeve, the base opens as a beautiful shell in tune with the sparkling wine and lends an added value presentation to the wine bottle with the desired maritime appearance. This packaging has been produced using two kraft cardboards to provide the rigidity needed by the customer and to protect the product.



WINNER | DRY FOODS & BEVERAGES



**Official Name of Entry** | Simply Cook  
**Entrant** | The Alexir Partnership

Carton Manufacturer | The Alexir Partnership  
Brand Owner | Simply Cook  
Structural Designer | Path/The Alexir Partnership  
Graphic Designer | BandB  
Cartonboard Manufacturer | WestRock

## Cookbook with Content

The concept of the Simply Cook Meal Kit allows the consumer to create a restaurant quality meal at home with an easy-to-follow recipe. The design needed to be vibrant but in keeping with the well-known e-commerce brand. It was their first step into the retail sector, so for the brand owners it was a key stage in their growth. The packs needed to be highly functional yet different to its competitors.

Specialist folding and glueing facilities were required to achieve the book style. This pack gives the consumer the opportunity to view prior to purchase and the unique tear opening reveals the recipe and product. A major challenge was to combine all of these features with a pack that could be filled before the final closure.

## Jury Comments

Helping consumers select ingredients to cook a dish at home is not new but this presentation makes it so appealing by housing the ingredients in a clever structure that presents everything to the consumer in an enticing way. Add to that the colourful graphics, appetite appeal and product story then you have a total package that invites purchase.





**Official Name of Entry | Duvel Moortgat**  
**Entrant | Smurfit Kappa Zedek**

Carton Manufacturer | **Smurfit Kappa Zedek**  
Brand Owner | **Duvel Moortgat**  
Structural Designer | **Ronald Sterk**  
Cartonboard Manufacturer | **Mayr-Melnhof Karton**

### Practical and Good

In this case, the innovative design is not only used for product presentation, it is also extremely practical to use. The cartons can be set up quickly and easily in a consumer-friendly way and present the product. The strong construction takes up the heavy bottles and has a sales-promoting effect. To support the supply chain, they are delivered flat.



**Official Name of Entry | Nespresso 16 caps**  
**Entrant | Autajon Packaging Belgium**

Carton Manufacturer | **Autajon Packaging Belgium**  
Brand Owner | **Nestlé**  
Structural Designer | **Victorien Paul**  
Graphic Designer | **Nestlé**  
Cartonboard Manufacturer | **Iggesund**

### Luxury Logistics

Nespresso-Caps are sold as luxury products and the briefing was quite strict about this. But the hardest point was to insert the maximum number of pods possible in an imposed small packaging size. The packaging is made of two parts. With each pod nested in a different position to save space and keep a good visualisation of the products at the same time. This challenge was a good opportunity to improve the logistical performance of the pack.



**Official Name of Entry | ASDA Qube**  
**Entrant | Qualvis Print & Packaging**

Carton Manufacturer | **Qualvis Print & Packaging**  
Brand Owner | **ASDA**  
Structural Designer | **Richard Pacey**  
Graphic Designer | **ASDA in-house graphic design**  
Cartonboard Manufacturer | **Metsä Board**

### Qube not Tube!

Both the conventional rigid packaging tube and its plastic tube counterpart, used in a multitude of applications such as beverages and confectionery, have finally met their match. Enter the Qube – a flat fold tube design that provides considerable supply chain and logistical benefits. The Qube is printed on metallised material with low migration specialist poly-based inks for food safety and adhesion to the metallised material.





WINNER | CONFECTIONERY



**Official Name of Entry** | Booja-Booja Six Truffle Packs – The Rainbow Collection

**Entrant** | Coveris

**Carton Manufacturer** | Coveris

**Brand Owner** | Booja-Booja

**Structural Designer** | Booja-Booja, Coveris

**Cartonboard Manufacturer** | Stora Enso

## Jury Comments

A combination of bright colours, nice opening and closing feature and presentation of the chocolates really caught the judges attention. Add to that an unexpected carton tag inner for additional product communication made this a simple but effective pack.

## Colourful Values

The packaging for Booja-Booja's Rainbow Collection of chocolate truffles is designed to deliver a luxurious, opulent and quality consumer experience. The packaging was developed to provide outstanding top-tier shelf presentation and improved functionality with a less complex carton structure and fewer materials for better efficiency and environmental performance during production. The closure system has been carefully designed to enable optimised easy opening and reclosing.

Created using one sheet, the cartons have a number of interesting features, layers and design elements to enhance the luxury perception including bright, detailed double-sided print with foil embellishment and fun, collectable Boojagrams.







**Official Name of Entry** | Pure Chocolate exclusive truffles collection  
**Entrant** | Van Genechten Packaging

Carton Manufacturer | VG Kvadra Pak  
Brand Owner | Pure Chocolate  
Structural Designer | Dzintra Cerlina, VG Kvadra Pak  
Graphic Designer | Mikelis Bashtiks, Asketic design agency  
Cartonboard Manufacturer | Kotkamills Oy

### Patriotic Truffles

This series of exclusive boxes for various chocolate truffles were created especially for the 100-year anniversary of Latvia, in cooperation with the Latvian Culture Capital Foundation, which provided pictures of traditional jewellery used in the artwork. The series consists of three different shaped boxes – designed to inspire patriotic feelings – all are developed for easy and fast manual packing.



**Official Name of Entry** | Soft Toy & Shell Egg Carton  
**Entrant** | Mayr-Melnhof Packaging International

Carton Manufacturer | Mayr-Melnhof Packaging UK  
Brand Owner | Mondelēz International  
Structural Designer | Mayr-Melnhof Packaging UK  
Cartonboard Manufacturer | Metsä Board

### Exuding Fun!

The complex two-compartment, one-piece carton is used to pack products from two of Britain's iconic brands: Cadbury Dairy Milk chocolate egg and a Peter Rabbit toy. The separate compartments are required for food safety while protecting the fragile egg from damage. The pack showcases the toy for the consumer to touch. Tamper evidence has been achieved by using a cute and playful mechanism of locking the foot and tail of the toy in apertures on the bottom and back of the pack respectively.



**Official Name of Entry** | Côte d'Or Gifting XS 55g  
**Entrant** | Mayr-Melnhof Packaging International

Carton Manufacturer | Mayr-Melnhof Packaging Austria  
Brand Owner | Mondelēz International  
Structural Designer | Mayr-Melnhof Packaging Austria  
Graphic Designer | SGS Europe  
Cartonboard Manufacturer | Mayr-Melnhof Karton

### The Elephant's Call

A special pack that brings joy and elegance to everyday life. The innovative structural design together with the relief hot foil make the elephant come to life. On the shelf, the packaging stands out with its extraordinary shape and noble print. By reclosing you can keep the chocolates fresh and enjoy them time and again. A real eye-catcher – not only in the supermarket, but also at every party.



WINNER | HEALTHCARE & PHARMACEUTICALS



**Official Name of Entry** | Berlin-Chemie, Menarini – Mezymb  
**Entrant** | rlc packaging group

**Carton Manufacturer** | rlc packaging group  
**Brand Owner** | Berlin Chemie, Menarini  
**Structural Designer** | rlc packaging group  
**Cartonboard Manufacturer** | International Paper

### Jury Comments

Quite simply, it was the consumer communication aspect that drew the judges' admiration. The printing effects and colourways with a combination of minimal graphics helps this pack tell the consumer exactly what this product does. The key being the holographic effect pictogram.

### New Benchmarks

Eye-catching finishes are perhaps less common on pharmaceutical packaging – this product sets new standards. Pharmaceuticals must also attract consumers at the point of sale – especially in the OTC sector. It's almost impossible not to pick up the pack to check if the design really does emerge from the packaging. Once you have the packaging in your hands, a purchase is not far away.

The optical 3D effect on the main face is immediately noticeable and also offers additional protection against forgery. The lens is precisely applied to a metallic material and overprinted with a key visual. The stylised illustration immediately shows which complaints the product should remedy.





**Official Name of Entry | Soleko – Queen's Oros**  
**Entrant | Artigrafiche Reggiane & Lai**

Carton Manufacturer | **Artigrafiche Reggiane & Lai**  
Brand Owner | **Soleko**  
Structural Designer | **Simone Bagni**  
Graphic Designer | **Cristiano Valvo**  
Cartonboard Manufacturer | **Metsä Board**

### Luxury All the Way

This luxury product is usually packed in a premium box made of plastic or other rigid material. To align with a more appealing and modern design, cartonboard was chosen and the result perfectly conveyed the value of the product as well as a feeling of urban elegance. The carton is made of four components: box, tray, holder and window. It incorporates a lid with a built-in magnet that facilitates convenient opening and closing.



**Official Name of Entry | Retcoff Rapid Energy Tabs**  
**Entrant | Cardbox Packaging**

Carton Manufacturer | **Cardbox Packaging**  
Brand Owner | **Retcoff**  
Structural Designer | **Cardbox Packaging**  
Graphic Designer | **Retcoff**  
Cartonboard Manufacturer | **Stora Enso**

### Energy Pure

An innovative product needs innovative packaging. That was the motto for this small but fine packaging solution. The pure, fast energy of the tabs with caffeine and taurine and their direct absorption in the mouth are perfectly communicated by this dynamic and compact solution. Three special lacquers and embossings give this packaging a special look and the slipcase the necessary functionality.



**Official Name of Entry | Maria Galland Paris**  
**Entrant | Offsetdruckerei Schwarzach**

Carton Manufacturer | **Offsetdruckerei Schwarzach**  
Brand Owner | **Maria Galland International**  
Structural Designer | **Offsetdruckerei Schwarzach**  
Graphic Designer | **Delphine de la Roche**  
Cartonboard Manufacturer | **Iggesund**

### Valuable Beauty

The multi-part packaging stands out due to its exclusive illustrations but the "wow effect" really comes into play when opening. When the cover is removed, the lower part of the cartonboard insert unfolds like a flower in different colours and patterns, revealing the valuable contents of the packaging and highlighting the beauty of the product.



WINNER | FAST/CONVENIENCE FOODS



**Official Name of Entry** | Pop Up Cup  
**Entrant** | Snel

**Carton Manufacturer** | Snel  
**Brand Owner** | Fonkels  
**Structural Designer** | Aad Hoekstra  
**Cartonboard Manufacturer** | Stora Enso

## Jury Comments

This was considered to be so, so clever. A perfect way for cartonboard to present a soft drink and to solve the multi-layer over-packaging of current drinks' containers. Externally, the look and feel tells you that this is something new and ecological. The internal film holds the liquid, sealed until it's ready to be consumed.

The key point is the film and carton can be easily separated for recycling.

## Cup of the Future

Billions of single-use drinking cups are used every year. This has a considerable impact on the environment. Not only due to the materials used for the production, but more to the fact that they are often discarded.

The Pop Up Cup is probably the most sustainable on-the-go drinking cup. It offers a future for on-the-go cups for cold drinks and is particularly suitable for home delivery. It is easy to use and leakproof, and can be used with a straw, whilst the window indicates the remaining volume of the drink. The design is a combination of a folding carton and a plastic bag. The Pop Up Cup can be easily separated into cardboard and plastic components, thus leading to a very sustainable solution for a single-use drinking cup. No (plastic) lid is required and it can be disposed of as paper waste.





**Official Name of Entry | Hot2Home™**  
**Entrant | Acket drukkerij kartonnage**

Carton Manufacturer | **Acket drukkerij kartonnage**  
Brand Owner | **LambWeston/Meijer**  
Structural Designer | **Van Berlo design, Plato product consultants**  
Cartonboard Manufacturer | **Metsä Board**

### Crispy French Fries

For the first time, it is possible for consumers to get crispy French fries via home delivery! The shape of the packaging was chosen on the basis of a consumer survey and it had to be provided with a lid to ensure that the fries do not fall out. Due to the sophisticated ratio of the hole pattern in the sides and lid, a chimney effect is created in the cup, which drains the moisture from the French fries so that they remain crisp for 20 minutes.



**Official Name of Entry | Nando's Take Away Packaging**  
**Entrant | Mayr-Melnhof Karton**

Carton Manufacturer | **Huhtamaki Foodservice**  
Brand Owner | **Nando's**  
Structural Designer | **Cocoon Design**  
Graphic Designer | **Sunshine Gun**  
Cartonboard Manufacturer | **Mayr-Melnhof Karton**

### Sustainable Love

The takeaway packaging of Nando's precisely communicates the brand and product heritage – bold, vibrant and natural, simple happiness. It matches the core of Nando's perfectly and pays homage to their South African roots. Cut-outs and embossed hearts accentuate that the product is made with love. The back of the packaging is printed with funny slogans referring to the packaging itself – also the sustainability of the material is emphasised: sustainably sourced, biodegradable, recyclable.



**Official Name of Entry | Burgerista Pommes Box**  
**Entrant | Mayr-Melnhof Packaging International**

Carton Manufacturer | **Mayr-Melnhof Packaging Austria**  
Brand Owner | **Burgerista Invest Holding**  
Structural Designer | **Mayr-Melnhof Packaging Austria**  
Graphic Designer | **Service Plan**  
Cartonboard Manufacturer | **Mayr-Melnhof Karton**

### Taste for the Environment

The French fries box resembles a small basket from which the extra-large steak fries look enticing. When opened, the box folds out like a flower so that the consumer can enjoy the fries with or without dips. The structural design is kept as simple as possible. The one-piece packaging is set up quickly and without glue, easy stacking is guaranteed. The French fries box is fully recyclable – the environmentally friendly example of convenience fast food packaging.



WINNER | NON-FOOD



**Official Name of Entry** | Inkanto  
**Entrant** | Posson Packaging

**Carton Manufacturer** | ITF PLV37 (subsidiary of Posson Packaging)  
**Brand Owner** | Armor  
**Structural Designer** | Thibault Palluau  
**Cartonboard Manufacturer** | International Paper

## Jury Comments

The shape of this pack obviously catches the eye but on inspection, we can see that the format is modular and can have different sizes. Its construction meant that all pieces of the hexagon were locked together through clever carton board engineering.

The colourful graphics complemented structure and the product perfectly.

## One for Many

The customer was looking for a specific pack that could be adjusted depending on the quantity of the products contained – in order to have only one pack for the whole range of products. The packaging allows the product to be collated in twos, threes or sixes thanks to an innovative belt incorporating velcro. This belt can be closed in three different positions. An additional handle can gather two levels of belts, increasing the potential number of products to twelve. When combined as two units, the packaging has a diamond shape, three make a trapezium shape, and six a hexagonal shape.

As it is for a small market, having only one kind of packaging reduces the amount of waste. All elements are printed in one sheet: belt, handle and pack. Thus, there is only one print run and one die-cutting process. The amount of cartonboard needed for production is also reduced compared to doing several production runs for each product quantity.







**Official Name of Entry |** Luckys – Natural Bricks  
**Entrant |** AR Packaging

Carton Manufacturer | **AR Packaging**  
Brand Owner | **Luckys**  
Structural Designer | **Siebel and A&R Carton Frankfurt/Carolin Spahlinger, Martin Zelosko, Sebastian Eckert**  
Graphic Designer | **Siebel**  
Cartonboard Manufacturer | **Mayr-Melnhof Karton**

### Fun for Children

The Luckys chest combines recurring fun for children with a completely recyclable, glue and plastic-free cartonboard pack. The sturdy packaging, which is easy to open for children, is ideal for storing Luckys bricks and is also suitable as a transport box or toy: a sustainable, environmentally friendly product that reflects the characteristics of the contents 100%. The package is delivered flat and erected easily.



**Official Name of Entry |** speedE® packaging for Wiha  
**Entrant |** Karl Knauer

Carton Manufacturer | **Karl Knauer**  
Brand Owner | **Wiha Werkzeuge**  
Structural Designer | **Karl Knauer and Wiha Werkzeuge**  
Cartonboard Manufacturer | **Metsä Board**

### The Perfect Stage

The combination of soft-touch and UV varnish as well as the embossed logo gives the cardboard packaging an impressive optical and tactile effect and perfectly communicates exclusivity and the high quality of the product inside. When opening, the insert which holds the screwdriver, is raised and the customer experiences a surprise effect. The packaging not only presents the innovative screwdriver impressively, but also ensures it is securely stored for safe transport.



WINNER | FROZEN & CHILLED FOODS



**Official Name of Entry** | Zoe & Zazu Goat Cheese Packaging  
**Entrant** | Model

**Carton Manufacturer** | Model  
**Brand Owner** | Emmi Schweiz  
**Structural Designer** | Reto Furrer, Model  
**Graphic Designer** | Sophie Griffiths, Soho Square  
**Cartonboard Manufacturer** | Metsä Board

## Jury Comments

Simplicity of construction was the first appealing point of this cheese pack. Opening, presenting the product and re-closing were all well done. The added draw was that not only all external panels were used to communicate to the consumer but also printing on the inside was used for additional product story.

Communication is key for purchase and for engaging consumers.

## Gentle Seduction

Zoe & Zazu is an innovative pack that captivates the viewer at first glance and also tells a story. The two goats, Zoe & Zazu, promote the delicious goat cheese themselves. Inside the pack the story continues and seduces with a refreshing, attractive design that combines a lovely appearance with functional handling.

The packaging holds together without glue and has a flap for resealing. Printed in offset with eight low-migration inks, it was refined with embossing and UV matt and gloss varnish. The triangular shape is filled by hand and can still be stacked efficiently. To protect the goat cheese the inside has a PET lamination. The Fibre Evolution system from Model AG, which also recycles beverage cartons, allows the PET-coated packaging to be recycled.





**Official Name of Entry |** Mimosa – Lactogal  
**Entrant |** Graphicsleader Packaging

Carton Manufacturer | **Graphicsleader Packaging**  
Brand Owner | **Lactogal**  
Structural Designer | **Graphicsleader Packaging**  
Cartonboard Manufacturer | **Stora Enso**

### Efficient Beauty

The pack has evolved from a simple and traditional rectangular shape to a more rounded and innovative construction. This resulted in a new and better image, with a clear family shape definition, a productivity increase (more units per sheet) and cartonboard reduction, with a direct impact on the pack cost, on recyclability needs and on the CO2 footprint. Besides the savings, the new shape is appealing on the shelf and also creates a clear brand identity.



**Official Name of Entry |** Divino Marmande  
**Entrant |** Saica Pack Barcelona

Carton Manufacturer | **Saica Pack Barcelona**  
Brand Owner | **Cualin**  
Structural Designer | **Saica Technical Office Team**  
Cartonboard Manufacturer | **RDM Group**

### Easy and Specific

The main differentiation and advantage of this extremely specific design is to personalise product transportation and presentation at the point of sale into just a small and single piece of cartonboard, resulting in a very particular and optimum tailor-made wrapping concept. Main features: easy processing on assembly lines as single piece of cartonboard, integrated handle dividing inner space into two separate compartments, innovative application of automatic lock as sidewalls.



**Official Name of Entry |** Tetilla Cheese Three Travelers  
**Entrant |** Alzamora Packaging

Carton Manufacturer | **Alzamora Packaging**  
Brand Owner | **Dairylac**  
Structural Designer | **Alzamora Packaging**  
Graphic Designer | **Dairylac**  
Cartonboard Manufacturer | **Stora Enso**

### Storytelling

This sustainable, innovative and functional packaging for cheese is designed to enhance the brand image and the regionality of the product. It is personalised and follows the thread of a traditional story that explains the shape of a shell. Thanks to the structure, the cheese is centred and protected on all sides. The innovative design stands out among other types of packaging for artisan cheeses, as these are usually made of plastic. The simple structure in one piece is easily assembled.





## MESSAGE FROM PRO CARTON'S GENERAL MANAGER



Tony Hitchin,  
General Manager, Pro Carton

This is the first time that we have included both the winners and finalists of the Pro Carton Young Designers Award and the European Carton Excellence Award in one publication. The reason for doing so is simple. Having seen the quality of thinking, creativity and sample making in the student community we believe they deserve to be on the same stage as the professional winners. Indeed, the award presentation to all the winners took place at the ECMA Congress in Latvia this year so why not show them all off together here?!

Indeed, at Pro Carton we are looking to communicate more widely with young people and are launching a schools education programme entitled TICIT (pronounced tick-it) which explains the virtuous circle of

Trees into Cartons, Cartons into Trees. We will be looking for converters, board mills, suppliers and other partners in the supply chain to help us with the teaching, you will be able to read more on the Pro Carton website.

Indeed, I would again ask for your help in spreading the carton message. Cartonboard is renewable, recyclable and biodegradable....it's truly sustainable....and not many materials can make that claim. But are we using our combined resources well enough to spread that message? Clearly not. Still a large number of consumers believe that paper based packaging causes deforestation, but as many of you will know European forests are expanding by the equivalent of 1,500 full size football pitches every day!

According to Eurostat 82.6% of paper based packaging is already sent for recycling and even if not recycled cartonboard can biodegrade in around three months and will not leave a long term scar on our environment.

So, if there's one thing that you do after looking through this brochure please ask your colleagues, friends and family to check out, like and share our social media pages. You can find us on Facebook, LinkedIn, Twitter and Instagram. Can you imagine the power of our voice if we worked together on this?

Thanks for your help.

Tony Hitchin,  
General Manager, Pro Carton

September 2018



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD









## INTRODUCTION

The Pro Carton Young Designers Award 2018 – #pcyda18 for short – has exceeded all expectations. The number of entries more than doubled this year to over 400! Fifty design schools from 20 European countries took part this year – a new record.

A clear sign that cartonboard has become a young person's medium as the most environmentally friendly packaging solution; it has reached out to young designers everywhere. They look forward to the challenge of working with a material that fits perfectly into the renewable and recycling economy of the future. And the Pro Carton Young Designers Award 2018 – #pcyda18 provides this unique opportunity to the Generation Y designers – to show their ideas not only on their social media feed, but to actually put them into practice.



Horst Bittermann, President Pro Carton

The interest is enormous. The Award extends to almost all European countries, and in many educational centres the #pcyda already forms part of the curriculum. There are currently national spin-offs in Germany, the United Kingdom and Austria, and this number will increase in the coming years.

In addition to Satkar Gidda, Lotte Krekels and Andrea Bottan who were also involved in the judging of the Carton Excellence Award, Philipp Freymüller from one of the sponsors, Mayr-Melnhof Packaging also joined the expert panel this year.

The prizes are very attractive: the competition brings young designers into contact with the leading heads of industry – a first step into the business world – and to a professional career. All the finalists and their teachers are invited to the Award Gala at the ECMA Congress every September – a chance to network with the management of the major cartonboard and carton manufacturers.

The main prize winners can look forward to visits to Finland and Austria to get valuable insights into two leading European companies in cartonboard and carton production. This year we would like to thank Metsä Board and Mayr-Melnhof Packaging for their support.

With great pleasure, I thank everyone who contributed to the success of the Award, but above all the young designers who work with so much enthusiasm every year.

Horst Bittermann, President Pro Carton

September 2018



A phenomenal number of entries, more than double last year, just shows how this competition has grown, increased in recognition and motivated students all across Europe to be inventive, creative and innovative.

This particular competition is for free thinkers, unhindered and unconstrained by production parameters and that has been evidenced by the diversity of the entries. There is something quite joyous about seeing a carton concept or construction that you never thought could be used in a particular way. The easy way to put that is to say 'not seen that before' and whilst there were several of these, it was also evident that some students had identified a need or a specific problem and had created something to address that. I must also commend some entries on their level of finish. These entries looked like the finished article that you would actually buy.

Going forward, my advice to students and teachers would be to put yourselves in the shoes of the judges. Look at the entry and consider, 'Will the judges understand my idea and the reasons behind it. Will the judges understand how it works'.

We want you to sell the idea and the detail. Put into words what you would say to the judges if you were there in front of them, to convince them that you have the best entry. Discuss the benefits and the merits of your idea.

Satkar Gidda, Chairman of the Jury  
July 2018

#### THE JURY

Members of the jury: Chairman: Satkar Gidda (SiebertHead), Lotte Krekels (Carrefour Belgium), Andrea Botton (Nestlé) – who were also members of the European Carton Excellence Award jury and whose biographies are summarised in that part of this brochure. Additionally, new to the Pro Carton Young Designers Award jury was:

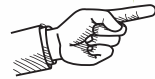
#### Philipp Freymüller, Mayr-Melnhof Packaging International

After obtaining his Master's Degree in Business Administration, Philipp started his career in the metal industry with Berndorf AG in 1993 as International Sales Manager. In 1998, he joined Mayr-Melnhof Karton as Marketing Manager. From 2005, Philipp was Managing Director of the Mayr-Melnhof Packaging production unit in Alzira (Spain) and Head of Sales Western European Region for Mayr-Melnhof Packaging International Group. Since 2008, Philipp Freymüller has been Business Unit Director of Mayr-Melnhof Packaging International in Vienna.





WINNER | CREATIVE CARTONBOARD PACKAGING FOOD & DRINK



**Name of Entry** | Björkö Duo Bag  
**Designer** | Desiré Persson, Alva Nyström, Erika Svensson

### Jury Comments

This is definitely one of those 'not seen that before' concepts. A real feat of carton structural engineering that if commercialised would be one of the most impactful in-store. Not only that, it holds the product, 2 bottles, well and opens fan-like to create a 'reveal' of the product and is also a carrying case at the same time.

### Björkö Duo Bag

Our concept was to go against the norms in the classic packaging of premium vodka.

The Björkö duo bag is an innovative and luxurious experience that you would be happy to bring to a nice dinner with friends or give away as a gift. With its graceful wings and discreet décor, the duo bag draws attention on the shelf and makes the consumer curious about its content.

The duo bag is made for re-use and works perfectly for storing any kind of beverage. By only serving 33cl in our bottles, we want to encourage our customers to drink less, but get the most luxurious experience from the moments you choose to celebrate with a nice cocktail.





Name of Entry | **Save the trip**  
Designer | **Marie Falk**

## Jury Comments

This concept was appealing on many levels. The problem – how do you occupy your bored children sitting in the back of the car. The solution – a rectangular pack with several compartments that folds out with a hook that latches on the back of the front seat, presenting the child with games, pens and snacks to while away the time.

Well considered and backed up with excellent graphic communication. Problem found – problem solved.

## Save the trip

Yes, this is for a happy ride! Save the trip with fun and healthy food. All in one package.

Thanks to this innovative package solution, “Save the trip” has solved the problem of unhealthy snacks in the car and gives you an easy way to entertain your child with only one package.

Besides the healthy food, the package contains games and crosswords to make the trip go by faster. The concept can easily change its contents according to different markets and cultures. When the package is empty, it does not take up bulky space in the recycling bin and can be made entirely from cartonboard, depending on the content.





WINNER | SAVE THE PLANET



**Name of Entry** | SD Burst  
**Designer** | Alexander Böhringer

### Jury Comments

This was considered to be a well thought through idea, carefully constructed yet a simple idea, that housed an SD card, removing plastic altogether. In fact this was a total presentation with complementary graphics to help the overall concept.

### SD Burst

SD Burst is an innovative package design for standardised SD Cards. Breaking the carton along the perforated line gives the user satisfying audio feedback.

The small surface area of the cutting template keeps paper use to a minimum. Its tiny size is ideal for online commerce, due to the fact that it is light and cheap to mail. SD Burst is designed for single use.





Name of Entry | Updo – Hair Accessoire  
Designer | Christina Leurer

### Jury Comments

Considering everyday products of a different material and looking at ways that carton board can be used instead is a great way to come up with a new concept. What the judges liked about this idea was that it was indeed new and creative but also a cost effective solution for an everyday use. Add to that the impact of seeing such a product on display with its colourful backing card, then you have a total offering.

### Updo – Hair Accessoire

The idea was to create a modern, Asian-style inspired hair accessory without parts made of plastic. If you use the accessory, you can easily fix the hairclip with a wooden stick or a pencil for Updo's or different simple hairstyles.

The Updo hair accessory is available in different modern designs – blossoms, patterns, etc. and has two eyelets on it. Also, the packaging is made from 100% cartonboard. You might find the DIY hair accessory as a supplement in fashion magazines, so you can create your own version.







**Name of Entry |** Get Inside  
**Designer |** Tamara Bijelic, Anna Roschker

### Get Inside

A different kind of packaging for a different kind of product. With the concept of Get Inside, this packaging for a sex toy will grab consumers' attention. The packaging is shaped like the female vulva to enhance the sense of female sexuality and the freedom that comes with it.

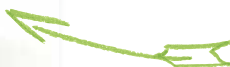
The unique three-bulged shape increases stability and keeps the product safe.



**Name of Entry |** Nutsss  
**Designer |** Martin Wunner

### Nutsss

Nutsss is a fun secondary packaging box for spicy snacks that come in a sealed pouch. The snake design is inspired by the innovative opening mechanism, resembling a snake opening its mouth, which makes for a nice surprise for the customers when opened for the first time by pulling out the tongue of the snake. The colours match the green wasabi nuts contained in the pack. This packaging appeals not only to children, but also teenagers and young adults.



**Name of Entry |** Papp a smile  
**Designer |** Helena Spindler



### Papp a smile

Getting the attention of little child models is always one of the biggest challenges for photographers. This utensil can help. As soon as the parents arrive in the studio or on location, the child is given the cardboard to draw on. While the parents and the photographer speak about the procedure, the child is personalising the racoon or the elephant with crayons and giving it a name. Afterwards it is positioned on the lens of the camera. If the photographer wants the child to look into the camera, he/she asks the child to look at the elephant or the racoon and uses the name chosen by the child. The child looks to the crayoned animal and thus into the camera.

After the photo-shoot the child has something to take home. Besides that, there is also a small advertising effect by placing the name of the photographer on the back of the animal.



**Name of Entry |** Pop-up package project and branding of Gwiezdne Mleczko  
**Designer |** Karolina Jakubowska



### Pop-up

This type of product is typically purchased on impulse, so a good first impression is crucial. This original pop-up box includes moving parts which provide a unique experience. In addition, it is a great base for building original marketing content and social media. This package is ideal for chocolates with a galactic taste! It is possible to print star themes on the chocolates as well.

Our marketing message – “I cannot give you stars from the sky, but I can give you some cosmos in these delicious chocolates”. After opening, an excellent first impression is guaranteed – both aesthetically and in the taste .



**Name of Entry |** Soph Essence Hexagon Packaging Design  
**Designer |** Matthias Mayr, Christoph Hofer

### Hexagon Packaging

The packaging design of a luxury product plays an important part in showing the quality of the product and the brand's image. We created a packaging in the form of a hexagon which on the one hand protects the product itself perfectly and on the other hand looks different and elegant.

The hexagonal packaging is fitted with magnets that allow easy opening and closing and provide the possibility to easily preview the product.



**Name of Entry |** Tüta Frutta  
**Designer |** Sarah Filipová



### Tüta Frutta

The carton is more than just packaging!

With the clever honeycomb technology inspired by nature itself, Tüta Frutta proves that cartonboard can be transformed into a flexible web and still contain a relevant portion of fruits. Because of its simple form, it is spacious and can be stored easily. The handles are convenient for transporting your precious fruits home. Its design follows the rules of handbags. This way the customers appreciate the content personally and are able to identify themselves with the whole product.