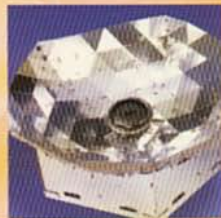


# PRO CARTON - ECMA COMPETITION 2000



## JURY REPORT





## **FOREWORD**

I am delighted to introduce the results of the PRO CARTON / ECMA Carton Competition. This is the fourth consecutive year that this competition has been run and I am pleased to report that the number of entries received has been nearly 50% up on the previous year.

We were pleased to have the services of a distinguished panel of judges that comprised

- Prof. Dr. J.M. Dirken from the faculty of industrial engineering in Delft who chaired the judging panel
- Mr. T. Reiner, Managing Director of Berndt & Partners in Berlin
- Mr. D. Qua, Packaging Development Manager at Mars

All categories were well represented with a particularly high level of entries in the pharmaceutical and cosmetics sectors and all the entries demonstrated a very high level of quality. The judges this year were particularly looking at innovation of design and also for cartons that showed the versatility of cartons and cartonboard. In two of the categories, the judges found it impossible to select an outright winner and so you will see that in both the confectionery and cosmetics categories, two winners have been selected. In addition a special award has been made to reflect a new and imaginative use for cartonboard.

This brochure contains details of the category winners and also of the "Carton of the Year". In addition the opinions of the judging panel on each of the winners is included along with details of the material used, designer and any other necessary information.

We hope that in looking through this brochure, you will agree that the level of innovation, quality and impact has reached new heights this year and that the cartons shown demonstrate what an effective and versatile packaging medium cartons are. This type of innovative quality shows that cartons provide the ideal packaging solution to meet the requirements of brand owners, producers and packer fillers, retailers and of course consumers.

Hugh Grace  
Managing Director  
Brussels, September 2000



## THE JURY

*Prof. Dr. Hans Dirken Eur Ing.* is the former dean of the Faculty of Design, Engineering and Production of the Delft University of Technology (NL), and is professor of Industrial Design Engineering, teaching a.o. Human Factors and Package Design. He is a former president of the Dutch Consumers' Union. He also is a regular jury member of various competitions in product innovation and package design and, until recently, the Jury Chairman of 'De Gouden Noot', the triennial national packaging competition organised by the Dutch Packaging Association (NVC).

*Thomas Reiner* worked in different companies as a global trainee in the areas of food, pharmacy and packaging. After his graduation as a packaging engineer in 1990, he was employed as scientist at the University of Applied Science in Berlin, and as a consultant and project manager for various multinational companies such as Nestlé, Mars, Procter & Gamble, Bayer, Hoechst, 3M and Tetra Pak. In 1993 he became Managing Director of Berndt & Partner, an international packaging consultancy based in Berlin, Germany.

Besides many other responsibilities, Mr. Reiner is a member of the Board of Directors of the German Packaging Institute (DVI) and the German representative on the World Packaging Organisation (WPO).

*Dave Qua* is Packaging Development Manager at Mars and responsible for the development, specification and Quality Assurance of all packaging used in the UK Confectionery sites. Mr. Qua holds an Honours Degree in Organic Chemistry from the Liverpool University. He has been working in the packaging industry for 30 years. He started his career with Procter & Gamble (5 years) before moving to Brand Packaging (flexible packaging printer) for one year. Following this, he spent 6 years at CWS in Manchester before joining Thomas's (a division of Mars) looking after the packaging for pet foods and accessories. He then moved to Mars Confectionery in Slough where he has been working for the past 19 years.

As special advisors to the jury, Richard Dalglish (formerly Mayr-Melnhof Karton/Colthorpe Board Mill and now Marketing Consultant to Pro Carton) and Gerhard Kisel (formerly CEO of 4P Nicolaus Kempton and now Executive Director of the European Carton Makers Association) brought in their industry-specific expertise.

## **ASSESSMENT BY THE JURY**

In comparison to the preceding year somewhat more entries were judged, resulting also in more prizes for 2000. It was the Jury's impression that in this competition the representation of European markets was enhanced, although again in three categories the Jury could not award a prize. It was, however, a pleasure to see that in each of the Cosmetics- and Confectionery-categories the professional and innovative qualities allowed joint winners.

Although not being a package, the Solar Cooker, of waterproof card between metallized film, received an extra prize for its originality and promotional value.

The Best Carton of the Year is this time a gift pack with a simple construction, surprising opening and closing and convincing high-class appearance.

The winning cartons are spread across European countries more than in 1999, also showing the increased professionalism in our Eastern and Southern regions.

Concerning the five criteria of judgement (design, function, efficiency, production, environmental aspects) the Jury could not detect an aspect that clearly dominated in this year's innovations. Adding some new shapes and functions to folding carton solutions and slowly adding new applications and markets, remains the general trend.

This year's competition perceptibly showed how carton packaging goes on to serve with high standards and clever adaptations its important and substantial markets.

On behalf of the Jury,

Prof. Dr. Hans Dirken, Eur Ing.  
Faculty of Design, Engineering and Production  
Delft University of Technology



## BEST CARTON OF THE YEAR

**Official name of the entry**

Tristar Candle Holder

**End-user**

RC Ritzenhoff Cristal AG

**Package designer**

Sieger Design

**Graphic designer**

Sieger Design

**Carton maker**

Rotopack GmbH

**Cartonboard supplier**

Forest Alliance

**Comments by the jury**

In the eyes of the jury, this entry fulfils the essential requirements of a gift pack. In spite of its simple and compact construction, it adds a touch of class to the product it contains. The pack is a surprise in itself. It is not only fun to open but also to re-close.

**Brief description of the entry**

The product is produced from 325 g/m<sup>2</sup> Simwhite and printed in 4 colour offset. The metallic effect is achieved by an 8 µm PET silver coating. In its functional design, the shape of the package matches the content. The cord underlines the gift character of the product and in combination with the 'toggle' allows simple re-closure. The packaging is delivered in erected format and allows easy handling. The design of the candle holder is reflected in the packaging. The value of the product is underlined further by the cord and silver coating. In spite of its PET coating, the packaging is not considered as a composite material and therefore qualifies for lower waste management fees in Germany, where it was marketed for the first time. The other elements of the packaging can easily be separated from the cartonboard.



## FRESH AND FROZEN FOODS



### Official name of the entry

Plat du Jour

### End-user

Nestlé France SA

### Package designer

Van Genechten Packaging/  
Goossens Beauvais SA

### Graphic designer

Agence CBA

### Carton maker

Van Genechten Packaging/  
Goossens Beauvais SA

### Cartonboard supplier

Frövi

### Comments by the jury

The package was awarded for its special construction. Not only does the separation of the double compartments of the pack represent storage convenience, its 'rounded' edges, in combination with nice graphic design, also add personality.

### Brief description of the entry

Made from kraft board, the package is printed in 6 colours offset and coated with UV varnish. The package is characterised by its double compartments each containing a separate portion of the frozen meal. The compartments can be separated from each other by a tear strip along the partition. The system thus allows the opportunity to discard the part of the package that contained the first portion after consumption. The second portion can be kept for future consumption as a separate package, saving space in a deep freeze. The octagonal shape of the product serves to distinguish the product from competing products packed in more conventional rectangular boxes. The 'rounded' edge also conforms with the strong trend towards softer shapes. The 6 colours offset print plus varnish offers an optimised image of the Plat du Jour it contains. The cartons are delivered pre-glued along the side. At the food manufacturing site, they are opened, filled and glued at a speed of 60 packs per minute.



## CONFECTIONERY - JOINT WINNER



### Official name of the entry

Teatr (Theatre)

### End-user

VSK Firma 'Konfi'

### Package designer

VSK Firma 'Konfi'

### Graphic designer

VSK Firma 'Konfi'

### Carton maker

Å&R Carton Oy

### Cartonboard supplier

Stora Enso

### Comments by the jury

This entry was awarded for its very good printing, as well as its excellent after-use, once it has fulfilled its packaging function. The jury praised the imaginative appeal to children's fantasy.

### Brief description of the entry

For the production of this carton, the manufacturer mainly applied 215 g/m<sup>2</sup> and 260 g/m<sup>2</sup> metallized folding boxboard, as well as 350 g/m<sup>2</sup> solid board. The product is printed in 5 colours on both sides using both rotogravure and offset printing technology. Once unfolded, the five connected parts of the impressive chocolate box unveil a theatre stage derived from the famous 'Nutcracker Suite' ballet, recognising the popularity of this art form in Russia, where the product was marketed.

Together with the separate sheet of printed and die cut characters, the carton provides an enjoyable hobby activity for children after consumption of the contents.



## CONFECTIONERY - JOINT WINNER



### Official name of the entry

Graphia Formpack Merci Herz & Hase

### End-user

Merci GmbH + Co

### Package designer

Graphia H. Gundlach GmbH + Co

### Graphic designer

Pahnke & Partner

### Carton maker

Graphia H. Gundlach GmbH + Co

### Cartonboard supplier

Stora Enso

### Comments by the jury

The entry received the jury's appreciation for its extraordinary shapes. The design of the series adapts to the product's silhouette and demonstrates the versatility of cartonboard packaging.

### Brief description of the entry

The carton is manufactured from GC1 board and printed in 5 colours offset. It also contains hot foil stamping and a back-glued window. Apart from these 'graphic features', the products are characterised by their extraordinary shapes and designs, such as the rabbit and heart that were entered for the competition, providing a special marketing appeal. The cartons are delivered in erected format, to be filled by the end-user.



## BEVERAGE CARRIERS



### Official name of the entry

Multipack "Quickflex" 12-pack

### End-user

Carlsberg A/S

### Package designer

Hans Christian Pedersen

### Graphic designer

Carlsberg A/S

### Carton maker

Danapak A/S

### Cartonboard supplier

Riverwood

### Comments by the jury

The jury was specially impressed by this package's ability to run on high speed filling and closing lines. An intelligent feature of the product is that, to reinforce the carrier, the designers have used board that normally is cut to waste.

### Brief description of the entry

This 12 pack beer bottle carrier is made from 380 g/m<sup>2</sup> Aqua Kote, printed in 4 colour offset with water based varnish. The material choice ensures ultimate resistance to moisture and water. The carton is provided with a reinforced handle for safe and easy handling. Due to the closed design, the package is resistant to sunlight. After its primary function ('carry-home'), the package can be utilised as a storage box and to return bottles for recycling. The package has passed the free fall test of at least 15 times of 7 cm height as required by the end-user, but tests have shown more than 200 falls without breakage. Opening details ensure that the package as well as the handle stay intact. The carton is designed for an automatic packaging line with filling speeds up to 150 packs per minute.



## PHARMACEUTICAL AND MEDICAL PRODUCTS



**Official name of the entry**  
Hansaplast Narben Reduktion

**End-user**  
Beiersdorf AG

**Package designer**  
Mayr-Melnhof Packaging

**Graphic designer**  
Beiersdorf AG

**Carton maker**  
CP Schmidt Verpackungs-Werk  
GmbH & Co. KG

**Cartonboard supplier**  
Forest Alliance

### Comments by the jury

The pack was awarded for its high quality printing and excellent functionality.

### Brief description of the entry

For the carton (used to contain scar reduction plasters), the converter used 250 g/m<sup>2</sup> Simwhite, applying a combination of 6 colours offset printing, silver gravure printing and hot foil stamping. This combination should support the high quality appearance of the product (with enclosed description and user instructions) whilst at the same time integrating the appearance into the Hansaplast product family. The carton has two sections allowing for separate access to the two components. Additionally, it contains a solution for hanging the product on a display. The carton is designed for completely automated manufacture (erection, filling, closing).



## COSMETICS - JOINT WINNER

**Official name of the entry**

Exclusive sales packaging  
for cosmetics range

**End-user**

Rochas

**Package designer**

Edelmann GmbH & Co. KG

**Graphic designer**

Tom Ford Designer Gucci

**Carton maker**

Edelmann GmbH & Co. KG

**Cartonboard supplier**

Zanders Feinpapiere

**Comments by the jury**

This pack illustrates how cartonboard can be used to develop a high quality appearance. The variety of materials used in the production of the packaging (including hot foil stamping of the Gucci logo and product name) convinced the jury of the high standard of conversion that has been reached. The package range represents a very balanced family of shapes and sizes and radiates high quality.

**Brief description of the entry**

The range of cartons is characterised by a number of distinctive converting features. As basic material, 350 g/ms GGC is used. The inner side of the carton is coated with viscose powder. The front side is coated with a red-coloured 12 µm PET film and double hot foil print: silver for the Gucci logo and orange for the product name. In addition, a UV lacquer was applied and the cut edges were coloured red. The back side of the box was printed in 5 colours offset, containing all necessary product information, including bar code. The cartons are used for the Rush range of products (various containers and miniatures of eau de toilette, shower gel, body lotion). They are delivered flat and are filled partly manually, partly semi-automatically.

## COSMETICS - JOINT WINNER

**Official name of the entry**

Cosmetic Trio (Verino)

**End-user**

Mixer Pack

**Package designer**

Alzamora Packaging SA

**Graphic designer**

Alzamora Packaging SA

**Carton maker**

Alzamora Packaging SA

**Cartonboard supplier**

Iggesund Paperboard

**Comments by the jury**

Quite contrary to its joint winner, the simplicity of this entry attracted the attention of the jury. The carton does not require gluing, thanks to a very clever and effective 'hidden' closing device. Another award-winning feature is the handle.

**Brief description of the entry**

The carton is produced from Invercote Creato matt and printed in 6 colours offset. The carton is characterised by its simple design reflecting the image of the end-user. No gluing was used. The carton is delivered flat for manual filling by the end-user. It is fastened by a circular flap, whilst the box itself is closed by the use of a simple but effective double flap. The closing device at the front allows easy opening and re-closure and is an integral part of the visual design.



## APPLIANCES AND HARDWARE



### Official name of the entry

DIY combination packaging for  
hotmelt pistol and 6 sticks

### End-user

Henkel KGaA

### Package designer

Henkel KGaA/Leunisman GmbH

### Graphic designer

Henkel KGaA/Melzer Company

### Carton maker

Leunisman GmbH

### Cartonboard supplier

Buchmann

### Comments by the jury

Award-winning features of this 'glue pistol' include its economical use of cartonboard, its functionality and excellent product display. Its clever structural design ensures the stability of the three components of the product without using a plastic insert.

### Brief description of the entry

For the production of the carton, 450 g/m<sup>2</sup> Chromotriplex cartonboard is used, which is printed in 5 colours offset and coated with a dispersion lacquer. The automatic bottom of the box, in combination with its interior chamber construction, is designed to ensure optimal stability of the multiple contents (cord, plug and glue), whilst at the same time allowing a clear display of the product in the shop.

## OTHER NON-FOOD



**Official name of the entry**  
Display Collection of Samples

**End-user**  
Simon SA

**Package designer**  
Alzamora Packaging SA

**Graphic designer**  
Marketing Simon SA

**Carton maker**  
Alzamora Packaging SA

**Cartonboard supplier**  
AssiDomän

### Comments by the jury

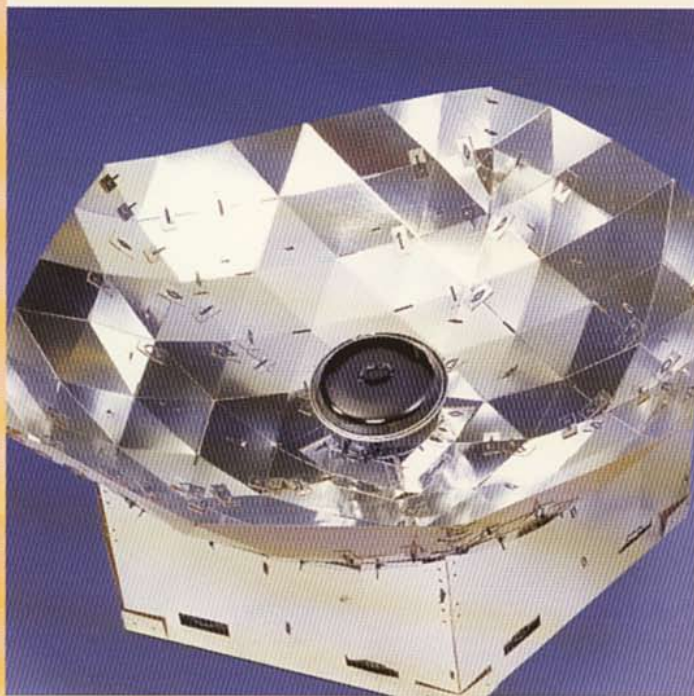
The jury was impressed by this high quality promotional display pack with a considerable number of potential alternative uses.

### Brief description of the entry

The display box is produced from kraft board coated 1 face white and printed in 3 colours offset. The sample entered contains a set of 3 different light switches, which are thrown into relief by the use of distinctive muted colours that helps to enhance the impact of the switches. Its simple and modern design succeeds in reflecting the conceptual style of the product.



## SPECIAL JURY PRIZE

**Official name of the entry**

Solar Cooking (Prometheus)

**End-user**

Solar Energy Ltd.

**Package designer:**

Cheverton & Laidler Ltd.

**Graphic designer**

Cheverton & Laidler Ltd.

**Carton maker**

Cheverton & Laidler Ltd.

**Cartonboard supplier**

Frövi

**Comments by the jury**

Although this product did not fulfil the packaging criteria, the jury agreed on a special award for the imaginative and alternative use of cartonboard.

**Brief description of the entry**

The solar cooker is made up of a number of components that are constructed of waterproof kraft between a metallized film on the one side and a translucent film on the other. Each component has been laser cut or perforated so that the first can be folded in one direction opposite the cut, whilst the second can be folded either way to allow for ease and strength of assembly. These components principally make up a base and a reflector dish.

