



Pro Carton / ECMA Carton Award

Jury Report

Competition

2002



PRO CARTON





Mead Verpakking BV



Model PrimePac AG



Model PrimePac AG



Envases Pendero S.L.



Alfred Wall AG



Cartonnagefabriek
D. Miedema B.V.



Carl Edelmann
GmbH & Co. KG



Alzamora Packaging S.A.



Model - Kramp GmbH



Field Rotopack Stuttgart



Field Boxmore Healthcare



Boxes LPF



Leunisman GmbH



MMP/CP Schmidt
Verpackungs-Werk
GmbH & Co. KG



STI - Gustav Stabernack
GmbH



Van Genechten Packaging



Mayr-Melnhof Packaging
Austria



Å&R Carton OY



Schut Hoes Cartons B.V.



G.P.P. Industrie Grafiche
S.p.A.



Cartonnage
P. van de Velde NV



Wanfried-Druck Kalden GmbH



Van Genechten Packaging



MM Packaging Caesar



Van Genechten Packaging



MMP/CP Schmidt
Verpackungs-Werk
GmbH & Co. KG



Van Genechten Packaging



Model PrimePac AG



Acket
Drukkerij-Kartonnage B.V.



MMP/CP Schmidt
Verpackungs-Werk
GmbH & Co. KG

Foreword

I am delighted to be able to introduce the Pro Carton / ECMA Carton Awards for 2002 and would like to thank ECMA for their continuing help in organising and running this annual competition.

There have been some changes in this year's competition with adjustments in some of the categories that reflect entries in recent years and also in the judging panel. We were very pleased to be able to have a panel of Judges, under the Chairmanship of Professor Dirken once again, that reflected three parts of the packaging chain – Design, Brand Owner and Retailer - and so give a broader view of the needs throughout the supply chain. Fuller details of all the Judges can be found later in this booklet.

Once again everyone involved was delighted at the very high standard of entries this year. In total we had some 67 entries which is amongst the highest ever but the immediate remark from the Judges was that the judging would prove very difficult. This was indeed true and in many of the categories agreements were only reached after long and hard discussions.

In view of this, you will see in this booklet that, for the first time, we are publishing photographs of all the entries and not just those that won in the various categories. Over the years that this competition has been run, we have managed to gain an increasing level of publicity across Europe in a huge variety of publications and our aim this year is to improve still further on that record and also to ensure that many of the entries that did not win in their category, also get recognition. As well as this booklet we are planning to publish a more detailed booklet that will focus on many of the entries and provide background to ensure as wide an audience as possible understand the benefits that can be gained from using carton packaging. This will provide a greater depth of information that will be aimed at providing better information on the benefits to be derived from using carton packaging taking into full account the rapid changes that are taking place in the attitudes to and the needs of packaging.

I would like to thank all those who entered this year's competition and hope that in looking through this booklet you join me in congratulating all the winners of what has, we believe, been the most successful Pro Carton / ECMA competition to date.

Richard Dalglish

Managing Director - Pro Carton

Brussels, August 2002

The Jury

Special advisors to the jury were Richard Dalglish (formerly Mayr-Melnhof Karton/Colthrop Board Mill and now Managing Director of Pro Carton), and Jürgen Bihler (formerly Iggesund Paperboard and now heading the Pro Carton Information Bureau Germany)

The sixth pan-European contest of folding cartons was again an interesting event. Although questions may be raised about the complete representativeness of the entries, the 67 cartons participating this time allowed a good view of the state of our "art". Folding carton manufacture and markets remain on the move. The steps of innovation may generally look rather small, but upon analysis over several years one detects that the professionalism increases and spreads more evenly across Europe. The diversity of solutions slowly widens and, more often than not, pleasant surprise, luxury and playfulness add to the positive identity of this packaging material.

Over the last century, folding cartons have replaced paper bags and chipboard boxes, and have gained seven per cent of the world packaging market and prove to retain their developing and innovative vitality in the future. The Pro Carton/ECMA competition contributes to this progress, by offering a showcase of good examples, of best practice, of professional standards and of solutions of which the industry can be proud.



Prof. dr. Hans Dirken, Eur Ing

is the former dean of the Faculty of Design, Engineering and Production and former rector 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 has, several times, been the Jury Chairman of 'De Gouden Noot', the triennial national packaging competition organised by the Dutch Packaging Association (NVC).



Katrin Werth

is Product Manager for BALEA, the premium private label of dm-drogeriemarkt, a German drugstore retail chain. After her graduation as a business economist from the University of Saarbrücken (D) in 1998, she worked as product manager in the adhesive industry, before joining dm-drogeriemarkt in

April 2001. Before starting her professional career, she worked as a freelancer involved in the planning, and co-ordination of consumer marketing projects commissioned by various companies.

This time we have introduced some alterations in the categories, criteria and general rules. The eight end use categories of previous competitions were reduced to six; marketing appeal and packaging performance were more explicitly stressed and two overall winners were recognised: the traditional prize of "the Carton of the Year", and "The most innovative design or new use of carton board". Although the judgements required detailed and lengthy inspections and discussions, the jury could use its broad expertise to arrive at unanimous results. These resulting awards, the assessments and photographs constitute the core of this booklet. The jury regards this publication also as a proof of the high quality that folding cartons are capable of.

The large number of entries in 2002 and, convincingly among them, the eight winners, are reassuring in these times of changes in the packaging world. The jury would like to add that this 2002 competition should also exhort the continuance of the high standards and innovation in the

industry. The rapid changes in technologies and consumption patterns, the increased challenges from other materials and rapidly developing logistics, make it expedient for manufacturers, designers, brand owners, retailers and all other parties involved in the chain of folding carton packaging, to heighten efforts even more, to convert weaknesses into strengths and to turn threats into opportunities. The course so far, as shown by the Pro Carton/ECMA awards, warrants high expectations for the years and contests to come.

On behalf of the Jury,
Hans Dirken, Chairman



Satkar Gidda

is the sales and marketing director of the packaging design company SiebertHead (UK). Having studied business management and marketing, Satkar gained his brand experience during five and a half years at Rowntree Mackintosh, working his way up through several positions including sales, trade marketing and latterly in new

product development as Brand Manager. He joined RHM Foods as Trade Development Manager within the newly formed trade marketing function before joining SiebertHead in 1989. There he was appointed a director in 1991.



Pascal van Beek

has been active as a packaging buyer throughout his career, which started at Mars in 1991, where he worked for a company called Masterfoods, producing sauces in glass jars (Uncle Ben's, Dolmio and Suzi Wan). After 1.5 years as management trainee, he became a packaging buyer. Subsequently, he worked for Nestlé, where he was

European Purchasing Manager printed packaging for their petfood division (Friskies, Gourmet, Felix, Winalot, Bonzo etc. etc.). In March 1999, he joined Unilever Ice Cream and Frozen Foods Europe (ICFE). His team is responsible for all packaging buying for the factories in Europe (incl. CEE and Turkey) and Israel.



Comments by the jury:

The jury was very impressed with the distinguished shelf appearance of this carton range. The exceptional use of embossing, foil blocking, foil board and varnish set this range apart. Whilst supporting the attributes traditionally associated with a classic brand name, the cartons, available in various colourways, effectively enhance the image of the product as a premium gift.

Brief description of the entry:

The package was designed to present the famous whisky as a luxurious gift. It was inspired by cosmetics packaging and effectively competes alongside beauty products for a share of the gift market.

The carton was printed in 6 colour offset and coated with a matt UV gloss. The pure matt material was developed specifically to meet the needs of this pack.

The pack was hand erected and assembled in shipping cases. The end-user merely had to place the bottle in the pack and apply the lids, which were also supplied.

Johnnie Walker Collection		CARTON OF THE YEAR	
Official name of the entry		Carton maker	
Johnnie Walker Collection		Field Packaging	
End-user		Cartonboard supplier	
Diageo Global Duty Free		Henry & Leigh Slater/Croppers Plc.	
Package designer		Graphic designer	
Trayburn Design		Diageo Global Duty Free	



MOST INNOVATIVE DESIGN
OR NEW USE OF CARTONBOARD

KingCup Grabber

Comments by the jury:

According to the jury, the KingCup grabber demonstrates how cartons can make a designer's dream come true. A simple concept solves many Mum's and Dad's problems.

Brief description of the entry:

The carton was produced for the 'Efteling' entertainment park in The Netherlands. The entry consists of a carton, which together with a cup, serves as a convenience pack for the consumption of soft drinks in combination with all sorts of takeaway snacks. It was developed by King Netherlands and aimed at visitors of fairs, entertainment parks and fastfood restaurants where sufficient seating capacity is not always available.

The KingCup, allows the visitor to consume a drink and snack at the same time, single handedly. The carton was printed in 4 colour offset, in a graphic design appealing to consumers of all ages. The GC2 'Kitroch' cartonboard from Cascades is treated to provide grease resistance. The KingCup is delivered flat and erected manually at the point of sale.

KingCup Grabber

MOST INNOVATIVE DESIGN OR NEW USE OF CARTONBOARD

Official name of the entry

KingCup Grabber

End-user

King Nederland BV

Package designer

King Nederland BV

Carton maker

Cartonnagefabriek D. Miedema BV

Cartonboard supplier

Cascades

Graphic designer

King Nederland BV



Comments by the jury:

As part of its mission to promote the application of rounded, 'warmer' shapes in carton design, the jury recognised this entry for its nicely contoured structure. The carton reflects the shape of the product inside and once on the shelf instantly appeals to the consumer. The combination of structural design with processing functionality further highlighted the quality of this product.

Brief description of the entry:

The carton matches the shape of the cake it contains. The practical tear perforation allows easy opening and re-closure of the pack. The single-pieced carton is machine erected, pre-glued and filled at high speed. The carton was produced from 300g GC2 and printed in 5 colour offset. The dispersion lacquer and high quality printing present the cake as a high quality product.

Kuppelkuchen

CONFECTIONERY

Official name of the entry

Kuppelkuchen

End-user

Bahlsen GmbH & Co.KG

Package designer

Bahlsen-Leunisman

Carton maker

Leunisman GmbH

Cartonboard supplier

Stora Enso Ingerois Oy

Graphic designer

IFP Institut für Packungsdesign GmbH



Comments by the jury:

In the eyes of the jury, this carton stood out for its smartness and functionality. The easy opening and closure along with the good visibility of the contents make this carton ideal for its purpose.

Brief description of the entry:

The carton is a re-closable box containing 10 needles for the treatment of diabetes patients. The closure of the pack and its compartments ensure continued protection of the remaining needles. The structural design also provides easy recognition of previous usage of the pack itself and remaining contents. Although the product is supplied on prescription only, the graphic design printed in 4 colour offset with dispersion

varnish on 260g Invercote provides good recognition of the range of Novo Nordisk products to diabetes patients.

Novo Fine 30g

PHARMACEUTICALS

Official name of the entry

Novo Fine 30g

End-user

Novo Nordisk A/S

Package designer

Novo Nordisk /A.C. Schmidt A/S

Carton maker

A.C. Schmidt A/S

Cartonboard supplier

Iggesund Paperboard

Graphic designer

Novo Nordisk /A.C. Schmidt A/S



Comments by the jury:

The jury awarded this entry for its excellent use of different materials and associated tactile properties, as well as its clever handling functionality.

Brief description of the entry:

This 2001 Christmas edition of this gift pack for the well known Danish drink is a combination of two different fibre-based materials (cartonboard and single face corrugated board) used as a folding carton combination. The design is meant to underline the special Christmas experience and is part of a range of Christmas editions identifying the Akvavit 'vintage' product.

The carton was printed in 6 colour offset and dispersion varnished. The pack is erected and filled manually. A 'lock' prevents the inner box (with content) and cover from being separated.

Akvavit Christmas edition 2001 BEVERAGES

Official name of the entry

Akvavit Christmas edition 2001

End-user

De Danske Spritfabrikker

Package designer

A.C. Schmidt A/S

Carton maker

A.C. Schmidt A/S

Cartonboard supplier

Stora Enso

Graphic designer

Papermint Design



Comments by the jury:

The jury was impressed with this unconventional structural design. The inverted triangular shape of the carton as well as the die cut window underline the 'feminine' image of the product. The unusual shape sub-consciously causes the consumer's eyes to stop wandering along the shelf and focus on this carton.

Brief description of the entry:

The carton carrying a perfume was manufactured from Invercote and printed in 3 colour offset. The conversion process also included die cut windows and embossing, as well as hot foil lamination. The carton was hand erected and hand loaded.

Angelika Varum set

BEAUTY AND COSMETICS

Official name of the entry

Angelika Varum set

End-user

JSC Concern "Kalina"

Package designer

JSC Concern "Kalina"

Carton maker

Van Genechten Packaging

Cartonboard supplier

Iggesund

Graphic designer

JSC Concern "Kalina"



Comments by the jury:

This pack shows how creative constructional design can enhance eye-catching graphics, to create a highly appealing shelf presence. Whilst the 'easy way' would have been to apply excellent graphic design features only, the 3D effect really made the difference.

Brief description of the entry:

The range of three cartons was manufactured for the launch of a new breakfast cereal linked to the Disney movie with the same title. It features a special construction to achieve a 3D effect on the front panel, thereby capturing the appeal of three of the main characters of the movie. The cartons were designed to be packed automatically to maintain packing efficiency. As each of the 3 different designs features an aperture in a different place, the supporting lugs were designed in a

standardised format to avoid packaging machine changeovers. To avoid contamination, the base of the carton was constructed in such a way to ensure that any potential contaminant in the aperture could fall through. The carton was produced from GD2 Grunoplex in 4 colour offset with emulsion varnish. The packaging process is completely automated.

Monsters Inc. breakfast

ALL OTHER FOOD

Official name of the entry

Monsters Inc. breakfast

End-user

Cereal Partners UK

Package designer

M.Y. Cartons B.V.

Carton maker

M.Y. Cartons BV

Cartonboard supplier

De Eendracht Karton

Graphic designer

Ocean Design



ALL OTHER NON FOOD

Alldays

Comments by the jury:

Shape, re-closability and tactile properties caught the eyes of the jury. Although sometimes associated with traditional properties, this entry showed that cartons can effectively be used to reverse perceptions about a conventional product and attract a 'younger' audience.

Brief description of the entry:

The shape of the pack reflects the contents in an aesthetic design completely new to the sanitary towel product range. As such, it associates the product with more exclusive bodycare products and toiletries. The innovative presentation is designed to appeal especially to the 'younger' generation of female consumers. The graphic design is in line with the conventional Alldays black product range. It allows excellent usage of shelf space. By printing the brand name in

various directions, optimum brand recognition is ensured even when the package is displayed in stacked format. A special requirement of the end-user was the need to print product information in 18 languages without affecting the brand communication. The carton was manufactured from 300 g 'Kondor' GD2, printed in 5 colour offset plus lacquer. The special perforation with lock allows convenient re-closure and hygienic protection. The packaging process is completely automated.

Alldays		ALL OTHER NON FOOD	
Official name of the entry		Carton maker	
Alldays sanitary towel for briefs		Zeiler AG	
End-user		Cartonboard supplier	
Procter & Gamble		Buchmann Karton	
Package designer		Graphic designer	
Zeiler AG		Rudolf Design Group Sarl, Jutta Kurz	

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St. Göppert GmbH & Co. KG



Covepa-Michels



Mayr-Melnhof Packaging
Austria



Alzamora Packaging S.A.



Acket
Drukkerij-Kartonage B.V.



Riverwood International Ltd.



Carl Edelmann
GmbH & Co. KG



Schut Hoes Cartons B.V.



Cartografica Pusterla S.p.A.



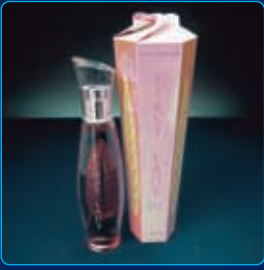
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Alzamora Packaging S.A.



Model PrimePac AG



Durero Packaging S.A.



M.Y. Cartons B.V.



S.A. M-real Meulemans



Box Marche



Model - Kramp GmbH



Drukkerij de Vries B.V.



Carl Edelman
GmbH & Co. KG



Leunisman GmbH



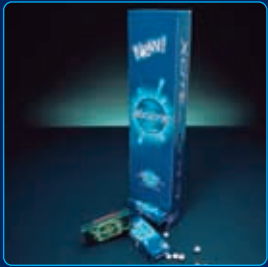
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Austria



Field Rotopack Bünde

