

Pro Carton / ECMA Carton Award

Jury Report



Competition

2003





Alzamora Packaging, S.A.



Rob. Leunis & Chapman
Gruppe: Leunisman GmbH



Carl Edelmann GmbH & Co.
KG



Carl Edelmann GmbH & Co.
KG



MM Packaging Europe
GmbH / Neupack GmbH



MM Packaging Europe
GmbH / Ernst Schausberger
& Co. GmbH



MM Packaging Europe
GmbH / Ernst Schausberger
& Co. GmbH



Drukkerij Vrijdag BV



Drukkerij Vrijdag BV



M-Real Meulemans



La Spic



La Spic



A. Landerer GmbH & Co. KG



Pa-Hu



Stora Enso / Innocent



Koteloipako Luosa



LGR Reine Emballages



Van Genechten
Packaging (B/F)



A. Landerer GmbH & Co. KG



A. Landerer GmbH & Co. KG



Model-Kramp GmbH



Model-Kramp GmbH



Van Genechten Packaging -
Van Genechten Biermans
NV



Box Marche



Model PrimePac AG



Rob. Leunis & Chapman
Gruppe: Leunisman GmbH



Hannoversche Kartonagen-
fabrik Weihe + Helmold
GmbH & Co. KG



MM Packaging Europe
GmbH / Ernst Schausberger
& Co. GmbH



Field Boxmore GmbH



Alzamora Packaging, S.A.



Rob. Leunis & Chapman
Gruppe: Leunisman GmbH



Smurfit Sisa Orsenigo



Hammer-Luebeck



Field Rotopack Stuttgart
GmbH



Field Rotopack Dürren



MM Packaging Europe
GmbH / Mayr Melnhof
Packaging Austria GmbH



Rob. Leunis & Chapman
Gruppe: Leunisman GmbH



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Gruppe: Leunisman GmbH



Hannoversche Kartonagen-
fabrik Weihe + Helmold
GmbH & Co. KG



MM-Graphia Bielefeld GmbH
& Co. KG



MM Packaging Europe
GmbH / Mayr Melnhof
Austria GmbH



MM Packaging Europe
GmbH / Mayr Melnhof
Austria GmbH



MM Packaging Europe
GmbH / Mayr Melnhof
Austria GmbH



MM Packaging Europe
GmbH / Mayr Melnhof
Austria GmbH



MM Packaging Europe
GmbH / Mayr-Melnhof
Packaging UK Ltd.



Schur Pack Europe a/s



A. Landerer GmbH & Co. KG



Gruppo Miralles



E. Gundlach Verpackung
GmbH



MM Packaging Europe
GmbH / Mayr Melnhof
Austria GmbH



Field Rotopack
Stuttgart GmbH



Model PrimePac AG



Drukkerij Vrijdag BV



M-Real Meulemans

Foreword

Now in its seventh year, the essential aims of the Pro Carton / ECMA Carton of the Year award remain as they have been since its inception. To illustrate to the widest possible audience, the huge variety, quality, branding opportunities, functionality and overall appeal of carton packaging.

Each year we never cease to be amazed at the level of quality and innovation of the carton industry and this year, as well as illustrating those aspects, we have seen an increase in the number of entries for the Awards of over 50%. This truly reflects the fact that each year the invention and appeal of cartons is increasing as more and more packaging buyers see the value in using cartons. This value is not simply related to cost but to heightening brand value, improving the recognition of a product, offering a sustainable and socially responsible material whilst at the same time using the packaging as an ideal “advertisement” for the product in a market crowded with alternative products.

The judges had an extremely difficult task this year and I am most grateful to them for all they did. It involved many lengthy discussions and reaching their final conclusions was not at all easy in any category. They asked specifically if they could award a special prize this year as there was one outstanding entry which, whilst not complying with the rule that all entries should be made of a minimum of 80% cartonboard, nonetheless showed a level of innovation, flair and functionality that they felt should be rewarded. We were happy to accede to their request and next year plan an additional category aimed at cartons made from a combination of cartonboard and fluted materials.

In 2002 as well as distributing over 12,000 copies of the Jury report, we also published another booklet looking back through the previous awards to illustrate the best in carton packaging. In addition we gave extensive coverage on our website and I am pleased to report that the award pages are amongst the most visited part of our website. As a result of this as well as publishing and distributing this report and putting them on the www.procarton.com website, we will also be starting a new website dedicated to these awards that will offer a simple and effective way for visitors to look through the best of carton packaging. This new website will be operational before the end of the year at www.cartonawards.com.

Can I finally thank the judges once again and also ECMA for their support with these awards. Most importantly however, I would like to thank all our members who supported us and entered this year to make this the most successful award competition we have had to date.

Richard Dalgleish

Managing Director - Pro Carton

Brussels, August 2003

The Jury

ASSESSMENT BY THE JURY

In taking over the Chairmanship of the jury this year, I confess to being apprehensive over the challenges – firstly about maintaining the highest standards set by the jury chaired by my predecessor Hans Dirken, and secondly about the intimidating quantity, quality and variety of the Competition submissions overall.

Once into the judging process, I made a number of “discoveries”, which I’d like to share with you.

The number of entries was up by 50% over 2002! The confectionery category, whose success relies heavily on impulse and gifting purchases, in fact created a major problem for the jury by offering such a richness of content, and so many potential winners. Regrettably, numbers don’t always help, because a couple of other categories did not match quality with quantity. It is not that they were in any sense “bad”. Rather they were lacking in imagination and

differentiation, two essential characteristics to cut through the competitive clutter. In fact, looking at the number of really interesting packages from those categories in retail stores currently, it seemed to the jury that the variety of submissions was not really representative, which is a pity.

The enemy of sales growth is banality and predictability. Be relevant, but above all be daring and be different. These key success factors you will find in the choice of the overall and category winners

To reinforce an important point already made by Richard Dalglish, a pack with a simple, powerful concept is preferable to one which is complex and difficult to decode by the consumer. We need to remind ourselves of the challenge that FMCG packages meet in retail. All the functional and communication elements need to be maximised and balanced. Material, construction, form, graphics and serviceability are vital to be present in a holistic way, so that the consumer feels that the product has been packaged “specially for them”, and the



Allan Boyle has spent 35 years in packaging, starting on the supplier side, where he was Product Development Manager for a large UK company. Since 1983, he has held various positions within the Nestlé Marketing Communications Group in the International Head Office in Vevey, Switzerland, and spent two years in Canada as Design Director.

Currently, he is Creative Services Manager, responsible for Packaging and Branding for the Worldwide Strategic Brand portfolio, Corporate Identity and Design, Internal Marketing Communication and Graphics Project Development. Training in Design and Point-of-Purchase material all over the world is also a major part of his team's responsibility. Allan has degrees in Industrial Design and in Marketing.

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.

brand experience is thus enhanced. Above all, the consumer has "to get it", and quickly. That is, the reason to buy must be clear.

The jury found some difficulty in visualising some "incomplete" packs. To help judging, the pack, including product should always be available. If this is not possible, a series of photographs showing the product in context is going to help understanding of the role of the pack, and thus increase the possibility of winning an award.

On a point of the Competition rules, it is a great pity if an otherwise excellent pack is not in compliance. This happened in this year's competition and, of course, the entry was automatically excluded from the main competition. However, the Judges asked if a special award could be given to reflect excellence in a pack that fell outside the competition rules. The jury regards transparent fairness as a basic credo, so please help us in this respect.

Lastly, as I stated emphatically in Crete, packaging has indeed finally

gained the respect of the media planners. Because of its unique characteristics and ability to guarantee a contact with the consumer, it is a medium worthy of investment within a marketing plan.

The question is this. Of all the packaging materials available to brand owners, is carton board seen as one of the preferred ones?

As is clear in the Competition, carton is highly creative functionally and communicatively. Some categories are in advance of others, but all have the same potential.

Let the winners inspire us all to do more, go further. For those who didn't win, keep trying! Let's have another 50% increase in entries in 2004. The jury would love the challenge!

Allan Boyle,
Vevey, September 2003



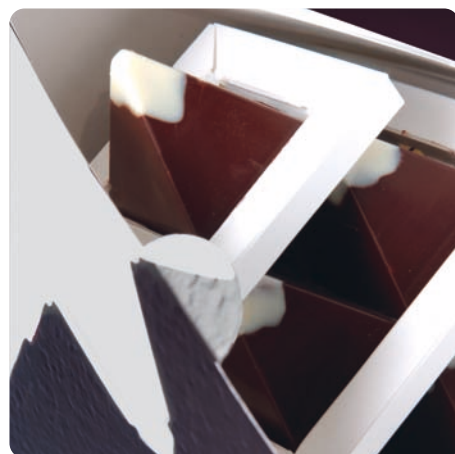
Fiona Warn has worked for SiebertHead (UK) as a senior designer for eight years, specialising in branded packaging for various global clients. Prior to this she worked as a senior designer, for eight years, for the worldwide Michael Peters Group.

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. Poland, Hungary, Turkey and Israel.

Special advisors to the jury were Richard Dalglish (Managing Director of Pro Carton), and Mona Kanzler (Pro Carton Nordica).

Kitzbühler Horn Carton of the year



Official name of the entry:

Kitzbühler Horn

End-user:

Confiserie Manfred Wiegand

Package designer:

Mayr-Melnhof Packaging Austria GmbH

Carton maker:

Mayr-Melnhof Packaging Austria GmbH

Cartonboard supplier:

Iggesund Paperboard Europe

Comments by the jury:

Sometimes simplicity beats everything. The jury was greatly impressed by the effective combination of the pyramid shape and the variety of high quality printing and finishing techniques which add up to the composition of a mountain. The jury liked the multitude of embossed textures and the graphics that were printed in only one colour.

The combination of UV varnish and matt embossing illustrates the contrast between the smoothness of the snow and the roughness of the rocky Alps. As such, the entry illustrates very well the versatility of folding cartons as packaging and marketing medium.

Brief description of the entry:

The package was manufactured in 1-colour offset, matt varnish as well as partial UV varnish and textured embossing. The package is easy to open and re-close. The confectionery inside is protected by using trays for three separate layers. The packages are delivered flat to the end user and filled manually. The cartonboard used for this carton was Invercote.



Papillon Crisp MOST INNOVATIVE DESIGN OR NEW USE OF CARTONBOARD

Comments by the jury:

The judges awarded this entry the prize for the most interesting shape, its functionality and the high quality brand image. The butterfly wrapped shape of the package reflects the brand name 'Papillon' (Butterfly), as do the wrapped chocolates inside. The package can be opened easily using an excellent tear strip,

and the whole carton then opens up to form a serving tray for home consumption. The colourful appearance and use of gold blocking adds to the image of a seasonal happy family product.

Brief description of the entry:

The product was printed in 5-colour offset plus dispersion lacquer with gold foil blocking used to create the special effects. The carton and carton tray were delivered flat and assembled at a home for the disabled. The package is easily stackable at the point of sale. Invercote G 330 gsm was used for this carton.

Official name of the entry:

Papillon Crisp

End-user:

Kraft Foods Schweiz AG

Package designer:

Kraft Foods Schweiz AG

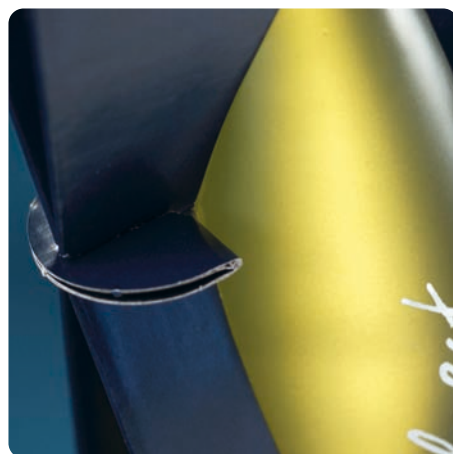
Carton maker:

Model PrimePac AG (CH)

Cartonboard supplier:

Iggesund Paperboard Europe

Moselland Display Packaging **SPECIAL JURY PRIZE**



Official name of the entry:

Moselland Display Packaging

End-user:

Moselland Winzergenossenschaft e.g.

Package designer:

Moselland Winzergenossenschaft e.g.

Carton maker:

J. Langenbach AG (CH)

Cartonboard supplier:

Mayr-Melnhof Karton Deisswil AG –

Roman Bauernfeind Papierfabrik AG

Comments by the jury:

After long deliberation the Jury felt that it should honour this entry with a special award. The display package stood out because of its contemporary design. The construction fits all wines of the same brand family. Its dark blue design with gold embossing harmonises with the gold-

coloured frosted glass bottle and as such enhances the visibility of the brand on the bottle. At the same time, it also protects the bottles from touching each other during transport. The integrated handle allows easy and safe transport.

Brief description of the entry:

The package was printed on cartonboard laminated to e-flute. The outside was printed in 2-colour offset plus matt gloss and gold embossing. The inside of the box was printed in 1-colour flexo. The carton is erected manually by the packer-filler and is held together with 'clips' of e-flute.



Nestlé After Eight Concertina Pack **CONFECTIONERY**

Comments by the jury:

The judges rewarded this entry because of the convenience and the apparent simplicity of the design. The concertina shaped base expands when the lid is removed, thereby separating the individual mints so making it simpler to select an individual mint. The colours used are instantly recognisable for this brand.

Brief description of the entry:

The carton was produced in 6-colour offset using UV gloss varnish on 280 Micron 280 gsm Sim White cartonboard. Special attention was paid to the neatness of the pleats. The pre-erected bases are supplied to a hand packing line (soon to be moved to semi-automatic). For production, special equipment was designed to form the pleats in a timed

mechanism, using individual 'fingers' as tools to form base and side pleats as the side walls are erected. It took less than 5 months to move from the initial concept to commercial distribution.

Official name of the entry:

Nestlé After Eight Concertina Pack

End-user:

Nestlé UK Ltd.

Package designer:

Future Brand Designs

Carton maker:

Field Packaging Bradford (UK)

Cartonboard supplier:

M-real

Faltschachtel für Granulat im Beutel PHARMACEUTICALS



Official name of the entry:

Faltschachtel für Granulat im Beutel

End-user:

Bayer AG, Consumer Care

Package designer:

Carl Edelmann GmbH & Co. KG

Carton maker:

Carl Edelmann GmbH & Co. KG (D)

Cartonboard supplier:

Stora Enso Deutschland

Comments by the jury:

The jury awarded the prize for the coherence of this packaging range, which consists of 4 separate cartons. In today's growing market for medical products sold 'over the counter', the concept allows easy recognition on the shelf through its

eye catching shape, thereby enhancing the familiar brand colours. Whilst the outer pack performs a display function at the point of sale, the small pocket versions offer consumers the convenience of easy portability and simple use.

Brief description of the entry:

The display pack was produced in 4-colour offset plus dispersion lacquer. All other packs in the range were produced in 3-colour offset on the outside and 1-colour on the inside for the user instructions. The range of packages is pre-glued and automatically filled. After opening, the lid of the display package is it can be folded and tucked in the back to become a point-of-sale display. The individual packs offer convenience and easy re-closure. The cartonboard used to make these cartons was Neocard 270gsm and GC2 Neocard 250gsm made by Stora Enso



Russian Roulette Box BEVERAGES

Comments by the jury:

The jury awarded this entry for the role the package and surrounding display plays in the total product concept. The graphic design of the individual portion pack refers to the country of origin; the colours chosen highlight the thrill of danger. Its octagonal shape resembles the cylinder of a Colt revolver holding the 'bullet'.

According to the jury, the carton strongly reinforces the 'fun' element of the product. Each 'cylinder' contains four small bottles of vodka. One of them however causes the tongue to discolour. The 'victim' has to perform a forfeit, which is printed on the base of each carton.

Brief description of the entry:

The package was printed in 5-colour offset with dispersion lacquer on Hansaboard made by Europa Carton AG

Official name of the entry:

Russian Roulette Box

End-user:

Russian Roulette BV

Package designer:

Acket Drukkerij - Kartonnage BV

Carton maker:

Acket Drukkerij - Kartonnage BV (NL)

Cartonboard supplier:

Europa Carton AG

Promo Novadiol Nuit **BEAUTY AND COSMETICS**



Official name of the entry:

Promo Novadiol Nuit

End-user:

Cosmétique Active Int.

Package designer:

M-Real Meulemans

Carton maker:

M-Real Meulemans (B)

Cartonboard supplier:

M-Real Alliance

Comments by the jury:

The Jury was delighted by the 'WYSIWYG' concept of this packaging: what you see is what you get. Whereas traditionally, bonus products are either attached to the main product or provided separately, this 'twin' package is made of one piece of cartonboard containing two separate

products. The design of the package makes both the original product and the extra gift highly visible. The Jury was pleased to see that no concessions were made to the quality of the overall package so that it retained its overall image.

Brief description of the entry:

To produce the carton, 6-colour offset and UV varnish was used on Avanta Ultra 315 gsm cartonboard. The package is machine formed and hand loaded. This design can also be used for other product combinations in the same range, it is stable on the shelf at the point of sale and is also easy stackable.



Reypenaer Cheese Tray **ALL OTHER FOOD**

Comments by the jury:

The judges felt that this entry complements the high quality of the cheese it contains. This unconventional cheese package upgrades the cheese to a premium product.

The gold printing on the carton is of high quality and stands out well against the blue background.

Brief description of the entry:

The cheese is hand made and thus can vary in size. The special construction locks so that every different size can be accommodated. The package is prepared for automatic filling. The carton was produced on SUS board in 1-colour offset plus gold foil and dispersion lacquer. The cheese is held in the package with a label, which is applied as a band.

Official name of the entry:

Reypenaer Cheese Tray

End-user:

Wijngaard Kaas

Package designer:

Acket Drukkerij - Kartonnage BV

Carton maker:

Acket Drukkerij - Kartonnage BV (NL)

Cartonboard supplier:

AssiDomän Cartonboard AB

Monodose (1kg Sel Régénérant) ALL OTHER NON FOOD



Official name of the entry:

Monodose (1kg Sel Régénérant)

End-user:

Carrefour France

Package designer:

**Van Genechten Packaging (B/F)
Esso France**

Carton maker:

Van Genechten Packaging (B/F)

Cartonboard supplier:

AssiDomän Cartonboard AB

Comments by the jury:

In the eyes of the jury, functionality and convenience were the most outstanding qualities of this carton. The structural design of the pack ensures the correct dosage of its contents (dishwasher salt) at all times. The well thought out positioning and direction of the illustrations and instructions, as well as the funnel-like shape, cleverly inform the consumer how to hold and use the product. A well thought out and engineered integrated concept.

Brief description of the entry:

The package was designed in such a way that the salt could be put in the reservoir of the dishwasher without touching the actual product. The package can be used for all types of dishwashers. The package consists of two elements: the box and the inner funnel. They are folded and glued which provides the necessary rigidity and easy opening. The package was printed in 4-colour offset on 370 gsm Frövi Light Kraft cartonboard.



Acket Drukkerij -
Kartonnage BV



E. Suter AG



Field Packaging-Bradford



M-real/Tako Carton Plant
Ltd.



Field Rotopack Bünde



Cheverton & Laidler Ltd.



E. Gundlach Verpackung
GmbH



Carter Holt Harvey



Carter Holt Harvey



Van Genechten Packaging /
Eindhoven Packaging



Zeiler AG / Limmatdruck AG



J. Langenbach AG



A&R Carton Oy



Alzamora Packaging, S.A.



MM Packaging Europe
GmbH / MMP/CP Schmidt



MM Packaging Europe
GmbH / MM Packaging
Caesar GmbH & Co. KG



MM Packaging Europe
GmbH / MM Packaging
Caesar GmbH & Co. KG



MM Packaging Europe
GmbH / Mayr-Melnhof
Packaging UK Ltd.



A+R Carton GmbH/Werk
Frankfurt



STI Gustav Stabernack
GmbH



STI Gustav Stabernack
GmbH



STI Gustav Stabernack
GmbH



Acket Drukkerij -
Kartonnage BV



PAWI Verpackungen



PAWI Verpackungen



Acket Drukkerij -
Kartonnage BV



PLV S.p.A.



Acket Drukkerij -
Kartonnage BV



Durero Packaging S.A.



Durero Packaging S.A.



MeadWestvaco Netherlands



Field Packaging-Bradford



Van Genechten Packaging /
VG Nicolaus GmbH



SHC



Eberle Druck GmbH



K + D AG Karton und Design



Field Packaging-Bradford



Field Packaging-Bradford



Wanfried-Druck Kalden
GmbH



Wanfried-Druck Kalden
GmbH



Bitburger Brauerei Th.
Simon GmbH



K + D AG Karton und Design



Rondo AG



Hammer-Luebeck



A. Faller KG



LGR Reine Emballages



Van Genechten Packaging
(B/F)



Kroha GmbH



Chromos BV



M.Y. Cartons



Carl Edelmann
GmbH & Co. KG



MM Packaging Europe
GmbH / MMP/CP Schmidt



Gruppo Cartotecnico
Abar Litofarma



Eson Pac AB



Contact Details

Pro Carton Head Office

250, Avenue Louise
B-1050 Brussels
Belgium

Tel : +32 2 640 4955 or +44 1635 298192
Fax : +32 2 640 4959 or +44 1635 297790
E-mail: rjdalgleish@btinternet.com
www.procarton.com



PRO CARTON

ECMA Secretariat

P.O. Box 85612
NL-2508 CH The Hague
The Netherlands

Tel: +31 (70) 312 39 11
Fax: +31 (70) 363 63 48
E-mail: mail@ecma.org
www.ecma.org

