

Pro Carton / ECMA Carton Award

Jury Report



Competition

2004





A&R Carton GmbH



STI-Gustav Stabernack GmbH



Hannoversche Kartonagenfabrik Weihe
+ Helmond GmbH & Co. KG



Å&R Carton AS



Rob. Leunis & Chapman Gruppe



Rob. Leunis & Chapman Gruppe



Rob. Leunis & Chapman Gruppe



MeadWestvaco Netherlands BV



MeadWestvaco Netherlands BV



Field Packaging Bradford



Van Genechten Packaging



Karl Knauer KG



Drukkerij Vrijdag B.V.



Drukkerij Vrijdag B.V.



Van Genechten Packaging



Van Genechten Packaging



CP Schmidt Verpackungs-Werk GmbH
& Co. KG



CP Schmidt Verpackungs-Werk GmbH
& Co. KG



Model PrimePac AG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



M-real Petöfi Printing House Ltd



Field Rotopack Stuttgart GmbH



Mayr-Melnhof Packaging Austria GmbH



Mayr-Melnhof Packaging Austria GmbH



M-real Meulemans



Regia Novopac SA



Mayr-Melnhof Packaging UK Ltd.



Mayr-Melnhof Packaging UK Ltd.



Mayr-Melnhof Packaging UK Ltd.



Mayr-Melnhof Packaging UK Ltd.



Kappa Herzberger Papierfabrik GmbH



CEM Ofset Matbaacilik San A.S.



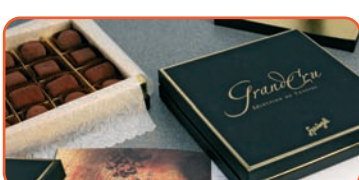
M.Y. Cartons B.V.



M.Y. Cartons B.V.



P3 srl



Model PrimePac AG



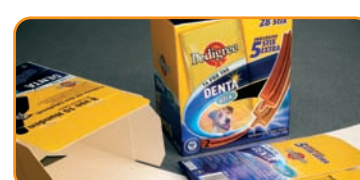
Model PrimePac AG



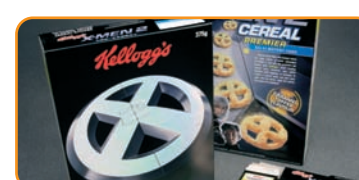
Model PrimePac AG



Danapak Kartonnage A/S (Herning)



M-real Petöfi Printing House Ltd



MM Packaging Caesar



Limmatdruck / Zeiler (COPACO)



Friedrich Freund GmbH



Friedrich Freund GmbH



STI-Gustav Stabernack GmbH



Friedrich Freund GmbH



Acket drukkerij-kartonnage BV



Acket drukkerij-kartonnage BV



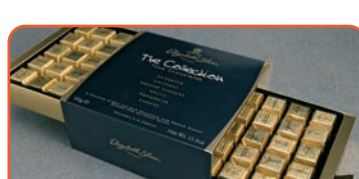
Van Genechten Packaging



Van Genechten Packaging



Van Genechten Packaging



Field Packaging Bradford



A&R Carton



Van Genechten Packaging



Van Genechten Packaging



Limmatdruck / Zeiler (COPACO)



Rondo AG



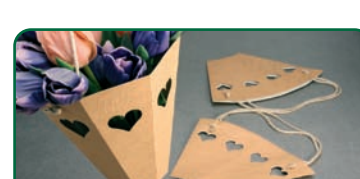
La Spic



La Spic



Fr. Schiettinger KG, Göppingen



AssiDomän Frövi



CP Schmidt Verpackungs-Werk GmbH
& Co. KG

Introduction

Once again Pro Carton has linked up with ECMA to run the Annual Pro Carton / ECMA Carton Awards. This is the eighth time that this event has been run and it is encouraging to see that the number of entries was only a few less than the record entry we achieved in 2003. I would like put on record my thanks to the Judges for once again undertaking what turned out to be a difficult task. You will find later in the booklet comments from the judges on the winning entries but also you will find most interesting comments written for us by the Chairman of the Judges, Mr Allan Boyle of Nestlé.

During the course of 2004 Pro Carton in Germany commissioned a study that looked at the place of packaging as an advertising medium and the results of this study were very interesting. Many people have believed that the more conventional types of advertising are the most effective way to project a product and a brand and in some cases this is still true. When introducing a new product, the survey, that was conducted with both consumers and brand specialists, found that indeed the more usual approach was the most popular. However, on repeat purchases, the survey found conclusively that packaging played by far the most important role in persuading consumers to buy a product again. From this it can be seen that building a brand and ensuring repeat purchases relies to a very great extent on the packaging and the messages it is able to transmit.

This award competition therefore plays a vital role in looking at the best cartons that have been produced in the last year or so and provides a window on the world for all the brand owners to see what the carton

industry is capable of. Once again in 2004 we have had some excellent entries with a variety of ideas, shapes and quality that show the sophistication of the industry across Europe. Also for the first time in 2004 we have had entries from both Hungary and Turkey so extending the range of countries who enter this Award.

However, it would be greatly encouraging to have even more entries from a wider variety of carton-makers as there is no doubt at all that there is a huge range of interesting and innovative designs in the market but sadly not all of them seem to find their way into this award competition. One of our tasks during the coming year is to promote the award even more strongly to gain more entries that reflect the full capabilities of our industry. This year we will print and distribute over 15,000 copies of this booklet and the vast majority of these will be sent to Brand Owners, Designers, Retailers and packer fillers.

I am of course very grateful to all those who entered the competition this year and also to them for their continuing support of this competition. Once again the judges had no easy task arriving at their conclusions but I am sure you will agree that what this booklet shows is some fascinating, interesting and innovative solutions for packaging. Cartons are made from a wholly renewable resource and in addition can be, and are, recovered and recycled on a large scale. They therefore provide the most environmentally responsible form of packaging and this allied to the invention of structure, the quality of the printing, the various finishes that are possible and many other special characteristics, come together to show that cartons are the most effective form of packaging today and tomorrow.

Richard Dalglish - Brussels August 2004

The Jury

JURY CHAIRMAN'S REPORT 2004

This is only my second year as Chairman, but I can confirm to you that being part of the jury is an exciting and infectious experience. Before the judging, as we waited to enter the room where all the exhibits are laid out, we wondered what surprises were in store this year. And we were definitely not disappointed in the richness of quality of the large part of the submissions.

The number of entries was also very high (thank you sincerely all contributors!), only a little less than last year, so there was plenty to choose from, but...and there's always a but, the dominance of some categories, both in numbers and in innovative thinking, is all too obvious.

For the routinely well supported categories, there is always a surplus of good ideas. But, for the weaker ones, nothing stands out as a great solution. Worse, there may not be sufficient quality in any of the entries to get a prize. This is a great pity because, as Richard Dalglish says in his foreword, there are lots of fantastic packages out there in the stores. *Why aren't they getting into the contest?*

If this was only a competition about technical excellence, I'm sure there could have been *many* winners. There is no doubt that the standard of execution is exemplary. However, it is a competition about broader attributes, principally consumer benefits, which includes an aesthetic element. This is even true about so-called "functional" packaging.

This is the area where we encounter difficulty. In fact, this year the pharmaceutical category was judged not to have the standard of entry that merited an award. This is very sad, considering it is a category where there is not the same squeeze on pack costs as would be found in mainstream food and beverages. What is the problem? Are there not enough innovations/renovations going on? I don't believe this. Are we not getting a representative set of entries? This is more likely.

I would like to suggest that, if we want to create the high profile we need to make packaging a genuine high-performance media, we need to get those missing entries into not just pharmaceutical, but *every* category.

Marketing people in client companies are not necessarily only interested in mass media. If they see a genuine opportunity created by exciting packaging, they will grab it with both hands.



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.

A few personal comments on the winners.
The innovation award, that recognizes outstanding "out of the box" thinking was well merited by the barbecue starter kit. It displayed a rare characteristic - it was self liquidating! The jury really appreciated the inescapable fact that this pack was really "holistic" and even disposed of itself at the end of its life. Any more out there like that? I hope so. Get working on them for 2005!

The Carton of the Year was simply a very elegant use of the capability of solid board - to make itself into a really pleasing shape that wasn't a rectangular box. The technical and aesthetic aspects of this pack really came together beautifully to make an almost organic shape. Furthermore, it opened to make a great tablepack for family sharing.

The other winners brought a variety of surprising features:

The very different "leaning" perfumery pack. This needed courage to bring to the marketplace, as it broke a basic shelf utilisation rule of merchandising.

The rice pack, which did everything that you could ask of a pack, and more.

The simple and different board neck label for a juice pack, allowing naturalness to come through.

The two-drawer pack for chocolate mints - a little surprise goes a long way.

All of these were a pleasure to choose as winners, because they merited their awards through many dimensions of appeal, both technical and communication.

A last thought.

Packaging is clearly a high performance medium; at its best the equal of any other media. It is absolutely value for money. But, it is not something that we can stop pushing and supporting. If we do, it will lose its momentum. We count on you, the material suppliers, the pre-press industry, the printers and converters to help us promote this great medium. Thanks a million for 2004 - and let's make 2005 even better!

Allan Boyle,
Vevey, August 2004



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. Poland, Hungary, Turkey and Israel.

Special advisors to the jury were Richard Dalgleish (Managing Director of Pro Carton) and Jürgen Bihler (Pro Carton Germany).

Suchard Imagine/ Terry's Imagine **CARTON OF THE YEAR**



Official name of the entry:

Suchard Imagine/ Terry's Imagine

Carton maker:

Model PrimePac AG

End-user:

Kraft Foods

Cartonboard supplier:

Iggesund Paperboard

Package designer:

Landor Associates

Jury Comments:

The jury was of the same opinion that this package stood out in shape, printing and design. The unusual shape stands out on the shelf, important in a competitive market such as confectionery. When opened at home, the construction of the carton invites and allows easy sharing of the sweets. It is a fun table package where the bright colours not only enhance the playful design but also reflect the flavour of the sweets. Overall an exceptional carton that attracts, functions and delivers.

Brief description of the entry:

For this package 6 colour offset printing was used, iriodin varnish in combination with dispersion and UV spot varnish. The embossing and the iriodin varnish give the package a "leather" feel, which is enhanced through the handbag shape of the carton. The easy opening and closing of the carton provides extra convenience for the consumer. The package is machine filled and the carton board used was Incada Silk 300 gm2.



Anzündballen 251° MOST INNOVATIVE DESIGN OR NEW USE OF CARTONBOARD

Jury Comments:

The Judges agreed that this entry deserved the award for the most innovative carton or new use of cartonboard as they had never before seen a carton that was designed to be consumed along with the product it contains. As well as an interesting and eye catching shape supported by strong graphics, the attention to detail in the overall design impressed the jury.

For example, a book of matches was glued to the bottom of the package so making use of the product even easier for the consumer. In short therefore, the holistic nature of the product and the carton led the jury to award this entry the prize for the Most Innovative Use of Cartonboard.

Brief description of the entry:

For this octagonal package, 5 colour offset printing was used. The package has several tear strips that allows a simple and efficient use of the four sections. The barbecue starter has bright red graphics and a background of wood shavings, the actual product. Both package and product are natural materials. The octagonal form of the package gives the wood shavings, which are sensitive to humidity changes, the freedom to vary in volume. The cartonboard used for the package was Simcote 270 gm² and for the lid, Simcote 270 gm², with a 20gm² PE coating.

Official name of the entry:

Anzündballen 251°

End-user:

Lindner Verpackungen GmbH

Package designer:

**Lindner Verpackungen GmbH/
Moreno Packaging Consultants,
See7 Werbeagentur**

Carton maker:

Limmatdruck/ Zeiler (COPACO)

Cartonboard supplier:

M-real

Entries 2004



BEVERAGES



CONFECTIONERY



COSMETICS



FOOD



NON-FOOD



PHARMACEUTICAL

Eco-Clip BEVERAGES



Official name of the entry:

Eco-Clip

End-user:

Albert Heijn Retailers

Package designer:

Flex Development & VGP/ Future Brand

Carton maker:

Van Genechten Packaging

Cartonboard supplier:

StoraEnso

Jury Comments:

The judges were very pleased with this new use of carton board. This shows the ability of carton makers to enter into new areas, traditionally not associated with carton board. The Eco-Clip replaces the traditional label and is at the same time tamper proof. Because of its unusual shape it stands out in the range of fresh juices.

The contents, freshly squeezed fruit juices are sold in different varieties and the shape and colour of the Eco-Clip clearly indicates the product type and reinforces the visual appeal. The "eco design" reflects and strengthens the traditional image that this product has and overall indicates clearly that simplicity works.

Brief description of the entry:

For this entry, 6-colour offset printing was used as well as a matt dispersion varnish. The clip is made from recyclable board and is easy to remove from the bottle, which makes it simpler for the consumer to separate the clip and bottle for recycling purposes. A special machine was developed for the Eco-Clip which ensures a higher output of bottles during production than is possible with traditional labels. The production process is better controlled and there is little waste. The cartonboard used is CKB 185 gsm



Geneigte Verpackungen für Kosmetikprodukte **BEAUTY AND COSMETICS**

Jury Comments:

The high level of technical aspects of the entry made it stand out in this category. The angles at which the carton stands reflect the shape of the after shave bottle inside. The way in which the base has been designed and made indicates that a great deal of thought has been put in to the development of the carton to ensure it functions perfectly. The carton as a brand identifier is very well developed in this example and the printing and finishing has been designed to attract and enhance the unusual shape. An eye catching and intriguing carton.

Brief description of the entry:

This was offset printed in four colours using iridodin and UV high gloss varnish along with high and deep embossing. The cartons are manually packed. This gift package looks good on the shelf enhanced by a slope of 14° backwards and 15° to the side.

A special and sophisticated construction was developed for the base of the cartons to give them maximum stability and this stability is excellent even without the product in the package. Using offset iridodin varnish on the carton except for the black ribbon creates the blue pearly gloss effect. The cartonboard used was Invercote G.

Official name of the entry:

Geneigte Verpackungen für Kosmetikprodukte

End-user:

Cosmopolitan Cosmetics GmbH, Köln

Package designer:

Edelmann GmbH & Co. KG/ Lutz Herrmann Design Hamburg

Carton maker:

Carl Edelmann GmbH & Co. KG

Cartonboard supplier:

Iggesund Paperboard

The Collection Gift Box CONFECTIONERY



Official name of the entry:

The Collection Gift Box

End-user:

Elizabeth Shaw

Package designer:

**John Hammond/ Peake & Donoghue
Design Agency**

Carton maker:

Field Packaging Bradford

Cartonboard supplier:

M- Real/ Henry Leigh Slater

Jury Comments:

A surprise effect was what appealed to the jury especially as it initially seems like an ordinary chocolate box. But when opened the two layers with the chocolates slide out sideways in opposite directions. This greatly enhances the presentation and sharing appeal which gives a table top carton with an extra presentational element. It delivers in every aspect and justly underwrites the quality of the packed product. Once empty, the carton could easily be used for something else such as storage.

Brief description of the entry:

The package was manufactured in 3 colours and flexo applied pearlescent varnish and foil blocking. The package is easy to open and reclose and the contents, liqueur chocolates, are individually placed in a presentation tray. The cartons are delivered pre erected due to it being, firstly a simulated rigid box and secondly to allow application the ribbon that functions within the pack. The package ensures good product protection as well as the ability to be over wrapped packed and stacked easily. The cartonboard that was used for this carton was Avanta Prima with matt gold foil.



Reisverpackung mit Rezeptkarte ALL OTHER FOOD

Jury Comments:

The number of added functions to a simple product impressed the jury. A measurement system is incorporated using small windows on the side of the package so that one can see the amount in grammes, which makes it very easy to use. The spout functions well both in opening, pouring and closing and continues to work well even after repeated use. The front of the package has a window so that you can see the product and you know instantly what you are buying.

Then, on the back of the carton is a recipe which is printed in such a way as to make it easy to tear off using the perforations. This can then be saved along with other recipe cards from this range. The package once more highlights the resourcefulness of carton makers and folding cartons as a versatile packaging material.

Brief description of the entry:

Offset printing in four colours was used along with protection varnish. The package is automatically erected and filled. There are also various added functions in this carton, such as the tear off recipe card, the dispenser spout, a simple but effective measurement system and a window to show the variety of rice that the package contains. The cartonboard used was Frövi Light 330 gm²

Official name of the entry:

Reisverpackung mit Rezeptkarte

End-user:

Riseria Taverne S.A.

Package designer:

Limmatdruck AG/ MGB, Abt. Verpackungsgestaltung

Carton maker:

Limmatdruck/ Zeiler (COPACO)

Cartonboard supplier:

Assi Domän

Anzündballen 251° NON FOOD



Official name of the entry:

Anzündballen 251°

Carton maker:

Limmatdruck/ Zeiler (COPACO)

End-user:

Lindner Verpackungen GmbH

Cartonboard supplier:

M-real

Package designer:

**Lindner Verpackungen GmbH/
Moreno Packaging Consultants,
See7 Werbeagentur**

Jury Comments:

This carton attracted the Judges attention firstly for its shape and structure. However, after a closer look more became visible such as the simple perforations that allow the whole carton and contents to be easily split into the individual use sections. In addition a book of matches was attached to the base of the carton so that in this one simple carton everything you need to help light a barbecue is included. The graphics are sharp and easy to read and would give excellent visibility on the shelf. In addition the instructions are printed in several languages without dominating the overall design.

Brief description of the entry:

For this octagonal package, 5 colour offset printing was used. The package has several tear strips that allows a simple and efficient use of the four sections. The barbecue starter has bright red graphics and a background of wood shavings, the actual product. Both package and product are natural materials. The octagonal form of the package gives the wood shavings, which are sensitive to humidity changes, the freedom to vary in volume. The cartonboard used for the package was Simcote 270 gm² and for the lid, Simcote 270 gm², with a 20gm² PE coating.



Carl Edelman GmbH & Co. KG



Hannoversche Kartonagenfabrik Weihe
+ Helmond GmbH & Co. KG



Field Rotopack Bünde GmbH



Schut Hoes Cartons Tilburg bv



Drukkerij Vrijdag B.V.



Gundlach Berlin Display
+ Verpackung GmbH



Kroha GmbH



Limmatdruck / Zeiler (COPACO)



Model-Kramp GmbH



Model-Kramp GmbH



E. Schausberger & Co. GmbH



Neupack Ges.m.b.H.



Cartonnagefabrik D. Miedema b.v.



Röhner & Wambach Design



Neudel Verpackungen GmbH



Offsetdruckerei Schwarzach GmbH



M.Y. Cartons B.V.



Aug. Heinrigs Druck + Verpackung
GmbH & Co. KG



Neudel Verpackungen GmbH



Neudel Verpackungen GmbH



Limmatdruck / Zeiler (COPACO)



Neudel Verpackungen GmbH



Sennheiser electronic GmbH & Co. KG



Acket drukkerij-kartonage BV



Acket drukkerij-kartonage BV



Field Packaging East Kilbride



CP Schmidt Verpackungs-Werk GmbH &
Co. KG



Eberle Druck GmbH



M-real Meulemans



Carl Edelman GmbH & Co. KG



Europoligrafico S.p.a



Acket drukkerij-kartonage BV



CP Schmidt Verpackungs-Werk GmbH
& Co. KG



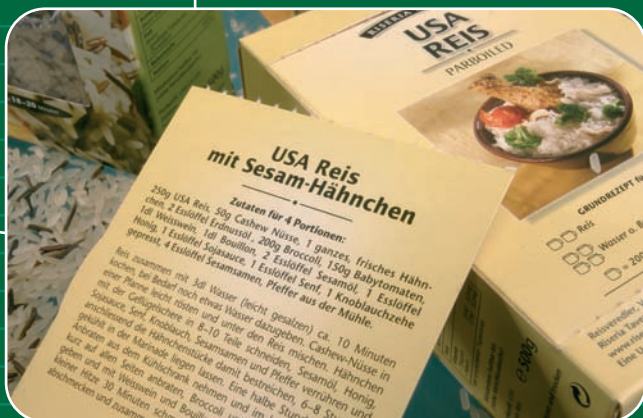
Acket drukkerij-kartonage BV



CP Schmidt Verpackungs-Werk GmbH &
Co. KG



PRO CARTON



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: rjdaleigh@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

