

# Pro Carton/ECMA Carton Award

## JURY REPORT 2007



2006

2005

2004

2003

2002

2001

2000

1999

1998

1997



PRO CARTON



AGI Klearfold Europe



MeadWestvaco Netherlands BV



Envase Grafico Industrial, S.A.  
(Egisa)



Durero Packaging



Box Marche



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



Acket drukkerij kartonnage b.v.



Box Marche



Box Marche



Box Marche



August Faller KG



August Faller KG





Aug. Heinrigs Druck + Verpackung GmbH & Co. KG



Aug. Heinrigs Druck + Verpackung GmbH & Co. KG



BDMO Bruggeman & Desouter



Hammer GmbH-Faltschachtelwerk



Hammer GmbH-Faltschachtelwerk Lübeck



Hammer GmbH-Faltschachtelwerk Lübeck



Hammer GmbH-Faltschachtelwerk Lübeck



Cosack GmbH & Co. KG + Verpackung



Field Rotopack Stuttgart GmbH



Field Rotopack Stuttgart GmbH



Field Packaging



Edelmann GmbH & Co. KG



Alzamora Packaging, S.A.



Ratt GmbH



Läser AG, Grafisches Unternehmen





Läser AG, Grafisches Unternehmen



Läser AG, Grafisches Unternehmen



Du Caju Printing N.V.



Du Caju Printing N.V.



Hannoversche Kartonagenfabrik  
Weihe + Helmold GmbH & Co. KG



Cartografica Pusterla Spa



Limmatdruck / Zeiler



Edelmann Group



Field Rotopack Stuttgart GmbH



BDMO Bruggeman & Desouter



Edelmann GmbH & Co. KG



Glanzmann Verpackungen AG



Offsetdruckerei Schwarzach GmbH



Model PrimePac AG



Model PrimePac AG



Model PrimePac AG



Model PrimePac AG



Model PrimePac AG



Gebr. Schmidt GmbH & Co. KG



Gebr. Schmidt GmbH & Co. KG

# Introduction



Once again I am delighted to be able to introduce the results of the Annual Carton Awards run by Pro Carton and ECMA. This is the eleventh year these awards have been run and each year the standard improves. Last year in my introduction, I commented that we were seeing an increase in the understanding that cartons offer a perfect advertising opportunity and as conventional advertising becomes more and more fragmented, this becomes increasingly important. It was noticeable even more so this year, that many of the cartons entered into the competition demonstrated this facet so adding to the multiple ways that carton packaging can help promote and sell products and brands.

I am once again indebted to the members of Pro Carton and ECMA who supported and entered these awards and entry levels were almost exactly the same as in the previous two years. I would like to thank all those who sent in cartons and hope that the publicity we manage to generate around this award offers benefits to them. Each year we increase the spread of publicity we generate and I am pleased to report that as well as circulating over 20,000 copies of this booklet we also have reports printed in many countries such as USA, India, China and Russia. In 2008 we will also have an additional opportunity to publicise the winners and entries. Pro Carton will be exhibiting at both Interpack and Drupa and the carton awards will feature on the stand and so will be visited by many thousands of people over the two events.

Sadly, as in 2006, the tobacco category was poorly entered and with only two entries the Judges felt it was impossible to make an award. In view of the low entry level in both years since this category was reintroduced, we will consider this over the coming months to try and find a way of stimulating more entries. However, I am pleased to report that at the outset of the judging process, the Judges noticed a wide variety of entries that were focussed on sustainability issues and reflected the need to reduce environmental

impacts. As a result, they asked if it would be possible to offer an award to reflect this and so for the first time in these Awards you will see a special category that we have called the Sustainability category which was given to the entry that, in the opinion of the Judges, showed what improvements could be made in this area using carton design and production techniques. I very much hope that we will continue this in subsequent years and if so will formally announce this when we send out the application forms next year.

I think I can say that this was the most interesting set of entries to date and I am grateful to the Judges who had a tough task in selecting the winners from so many excellent entries. This award really shows what can be achieved in carton packaging and the entrants should be rightly proud of what they have achieved in designing and producing packaging that can and does offer benefits throughout the supply chain.

A handwritten signature in blue ink, appearing to read 'Richard Dalgleish', enclosed within a large, stylized blue oval or loop.

*Richard Dalgleish  
Brussels September 2007*



# Comments *from Satkar Gidda Chairman of the Jury*

Judging time is one full of excitement and apprehension at what lies ahead. As we enter the room full of carton packs and before the proper judging session starts, we immediately do a rapid tour of the entries to see what novel and innovative entries there have been. We were not disappointed. High quality entries make judging more difficult and that is exactly what we want. In that regard, I would also like to thank the judges for their help, contribution and commentary. A judging panel that works as a team works incredibly well.

With the increasing concern for the environment and sustainability, carton board really is the future for packaging. What other medium fulfils this need so perfectly or, as we say in the UK, ticks all the boxes (no pun intended) when it comes to packaging? More and more attention is being focused on the amount of packaging waste and to this end, noticing a number of entries that fitted the 'sustainability' factor, the judges made an admirable suggestion of creating a separate category for this area. This is a great move as it allows the carton industry to signal one of the key benefits of carton board and in some regard to take the high ground when it comes to environmental issues.

Once again, I would counsel all producers of carton packaging to continue to innovate and push the boundaries of what can be achieved with carton board. I can assure you that your customers are looking for exactly this. As are the consumers who ultimately purchase the packaged product. These consumers are constantly changing and are being influenced by ever changing trends. Ultimately, it is our collective job to produce packaging communication that appeals to the target audience – the ultimate end user.

*Satkar Gidda  
London September 2007*



# The Jury

## **Satkar Gidda – Chairman of the Jury**

Satkar Gidda studied Business Studies and Marketing and is also a fellow of the Chartered Institute of Marketing. During his career he has worked for Rowntree Mackintosh in Sales, Trade Marketing and Brand Marketing and then a further stint in Trade Marketing with UK foods manufacturer, RHM Foods.

Satkar then joined one of the UK's most prominent brand design consultancies, SiebertHead, in 1989 as Sales and Marketing Manager. In 1991, he was one of the key players to lead and complete a management buyout of SiebertHead. Since that time as Sales and Marketing Director, Satkar has worked with many local and International client companies, in helping them build their brands through design.



## **Pascal van Beek**

Pascal van Beek has been active as a packaging buyer throughout his career, which started at Mars in 1991 as a management trainee. Subsequently, he joined Nestlé in 1996, where he was European Purchasing Manager printed packaging. In 1999, he joined Unilever Ice Cream and Frozen Foods Europe (ICFE). Since 2006 Pascal is Global Supply Management Director – Packaging – working for the Unilever Supply Chain Company in Switzerland. Pascal holds a bachelor degree in food technology and an MBA.



## **Erik Berghem**

Erik Berghem has been employed by Kesko Ltd. since 1980. His various duties have included among others selling, retail support services and logistical operations of the Foodstuffs Division. In early 2007, he took up his present post as Development Manager at Kesko Ltd. which is 100% owned by Kesko.

As the chairman of The Trade Packaging Committee in the Finish Packaging Association, his main task is to improve the handling properties of packaging in the entire supply chain. Erik is also a member of boards in producer communities of glass and wooden packaging organisations for recycling.



## **Burgunde Uhlig**

Burgunde Uhlig works in Hamburg for Germany's biggest women's magazine, BRIGITTE. It has a circulation of over 80.000 copies and is published bi-weekly. She is the head of the BRIGITTE Food-Department and responsible for topics dealing with food and beverages, household, consumer demands, and healthy and balanced diet. Daily, Burgunde Uhlig receives new products which she and her staff members put to the test concerning taste, functionality, consumer orientation. Not least, packaging plays a decisive role here.



## Official name of the entry: COLLECTION COPPENEUR – PRALINÉS-ETUI



### Jury Comments:

What appears at first to be a comparatively simple structure, this carton hides a surprise that the Judges had not encountered before. The two ends slide apart to reveal the chocolates but then the ends can simply be folded downwards so that the whole carton stands like a small table, to represent a Japanese tea ceremony so presenting the contents more effectively. Excellent construction design and techniques make this carton stand out and the way the carton can be displayed is clearly shown on the pack so buyers will be aware of what it does. All in all a truly excellent carton that will appeal to shoppers at the point of sale.

CARTON PRODUCER:

AUG. HEINRIGS DRUCK + VERPACKUNG GMBH & CO. KG

END USER:

CCC CONFISERIE COPPENEUR ET COMPAGNON GMBH

STRUCTURAL DESIGNER:

AUG. HEINRIGS DRUCK + VERPACKUNG GMBH & CO. KG

GRAPHIC DESIGNER:

CCC CONFISERIE COPPENEUR ET COMPAGNON GMBH

CARTONBOARD GRADE:

300 GM<sup>2</sup> TAMWHITE

CARTONBOARD MANUFACTURER:

STORA ENSO



# Carton of the year



## Official name of the entry: NOA PERLE



### Jury Comments:

A truly astonishing print result that none of the jury members had seen before. The silver sphere that reflects the shape of the bottle inside the carton seems to shimmer, and hang in the air. Using specialist print techniques involving holographic inks and special green and purple colours, this amazing print result will attract great attention at the point of sale. In a sector where high quality is the norm, this carton really stands out from the crowd and demonstrated clearly the art and skills of the carton maker.



CARTON PRODUCER:

EDELMANN GROUP

END USER:

L'OREAL / FAPAGAU

STRUCTURAL DESIGNER:

EDELMANN FRANCE

GRAPHIC DESIGNER:

PATRICK VEILLET

CARTONBOARD GRADE:

SBB 300 GM<sup>2</sup>

CARTONBOARD MANUFACTURER:

MEAD WESTVACO



Most innovative design  
or new use of cartonboard



## Official name of the entry: VEUVE CLICQUOT (TRICKY BOX)



### Jury Comments:

Whilst a champagne carton that doubles as an ice bucket is not new, the Judges felt that this entry took the concept to a new level. The clever construction, particularly of the top that when removed opens the carton fully and so makes it easy to pour in the ice, was felt to be an improvement over other similar types of carton. Also the very high quality of the print and graphics made the carton very appealing and would attract consumer attention mainly as an impulse purchase.



CARTON PRODUCER:

CARTOGRAFICA PUSTERLA SPA

END USER:

CHAMPAGNE VEUVE CLICQUOT PONSARDIN

STRUCTURAL DESIGNER:

CARTOGRAFICA PUSTERLA DEVELOPMENT TEAM

GRAPHIC DESIGNER:

VEUVE CLICQUOT PONSARDIN

CARTONBOARD GRADE:

INVERCOTE DUO 490 GM<sup>2</sup>

CARTONBOARD MANUFACTURER:

IGGESUND PAPERBOARD



# Beverages



## Official name of the entry: COCOA BOOK COLLECTION 12 TASTES



### Jury Comments:

A pack that will really stand out at the point of sale and that can also be used as a display. Manufactured to look like a book, this pack holds 12 different varieties of chocolate each of which is packed in its own specially designed carton. The Judges felt that the overall concept and the very high quality of the print and finishing all came together to produce a high quality package for a high quality product. In a market that is increasingly competitive, the packaging of this product will help increase the chances of consumers purchasing it.

CARTON PRODUCER:

BOX MARCHE

END USER:

ERCOM SPA

STRUCTURAL DESIGNER:

BOX MARCHE

GRAPHIC DESIGNER:

ESEDRA SRL MILANO

CARTONBOARD GRADE:

BIANCO KRAFT 360 GM<sup>2</sup> + LAMINIL / PER GLI ASTUCCI

DELLE TAVOLETTE BB AS 270 GM<sup>2</sup> NEOCART - STORA

CARTONBOARD MANUFACTURER:

STORA ENSO



# Confectionery



## Official name of the entry: ESTUCHE "VELIUS"



### Jury Comments:

A simple looking but effective carton that is different in look from most products in this category. The construction and closure is manufactured without any gluing and can be easily assembled and in use is simple to open and close. The opening flaps that contain the product information are cleverly made to open and close easily and are integrated into the carton. An excellent finish on the cartonboard and the high quality of the graphics add to the appeal of this carton.

CARTON PRODUCER:

ALZAMORA PACKAGING, S.A.

END USER:

CENTROS DE CIRUGIA Y ESTÉTICA

STRUCTURAL DESIGNER:

ALZAMORA PACKAGING, S.A.

GRAPHIC DESIGNER:

DEREX, S.A.

CARTONBOARD GRADE:

CARTULINA STARDREAM QUARTZ DE 340 GR

CARTONBOARD MANUFACTURER:

GRUPO CORDENONS



# Beauty & Cosmetics



## Official name of the entry: POCKETPACK



### Jury Comments:

A innovative and practical design for a product category where ease of use and an understanding of opening and closing is vital. This design brings together all these necessary elements and so provides a clear, effective packaging solution. Braille is also used so that the product can be easily recognised by sight impaired people and the smaller packets inside the main carton offer a simple way of carrying the product around.

CARTON PRODUCER:

AUGUST FALLER KG

END USER:

NYCOMED GMBH (FORMER ALTANA PHARMA AG)

STRUCTURAL DESIGNER:

MIKE STIEHLER (NYCOMED) + JÜRGEN NOWAK (AUGUST FALLER) +

ANDREAS KLATT (DESIGN CONNECTION) + DR. LOTHAR MAIER (NYCOMED)

GRAPHIC DESIGNER:

ANDREAS KLATT (DESIGN CONNECTION) + NYCOMED

CARTONBOARD GRADE:

GC2 NEOCART 290 GM<sup>2</sup> / GC1 PRINTOCART 280 GM<sup>2</sup>

CARTONBOARD MANUFACTURER:

STORA ENSO

# Pharmaceutical





## Official name of the entry: LAST MINUTE



### Jury Comments:

In this category, the entry Last Minute stood out amongst all the others as an excellent example of Display Packaging. The box when closed gives a clear indication of the products inside. Once opened the various colours of the boxes that are stacked inside, refer to the type of ladies underwear it contains and at the same time simple size indications offer ease of use to consumers. Not only colourful but also practical and easily recognisable at the point of sale



CARTON PRODUCER:

LUCAPRINT S.P.A.

END USER:

COMET CORSETTERIA S.R.L.

STRUCTURAL DESIGNER:

VIRGINIO SCALABRIN

GRAPHIC DESIGNER:

CLAIM ADV

CARTONBOARD GRADE:

500 GM<sup>2</sup> GT2; 265 GM<sup>2</sup> GC1

CARTONBOARD MANUFACTURER:

RENO DE MEDICI & M-REAL

Shelf ready &  
display packaging



## Official name of the entry: COCO POP CREATIONS



### Jury Comments:

The Judges had never seen a similar type of presentation for cereal products and felt that this was a new and striking design. They felt that it would especially appeal to children as the new shape will make it stand out on the shelf. Also the graphic design has been cleverly done to provide continuity from box to box. In addition the flip top lids are easy to open and close and will maintain the product in good condition after the first opening. The tall thin shape also makes for easy handling particularly for children.

CARTON PRODUCER:

MAYR-MELNHOF PACKAGING UK LIMITED

END USER:

KELLOGG

STRUCTURAL DESIGNER:

PAC PROJECT / MMP

GRAPHIC DESIGNER:

KELLOGG

CARTONBOARD GRADE:

ACK FOR BASE / POLY COATED FBB FOR TUBES

CARTONBOARD MANUFACTURER:

MMK / IGGESUND PAPERBOARD



All other food



## Official name of the entry: FLEXI LEDERBAG



### Jury Comments:

This box contains a product for a niche market and would make a special gift. Inside the box is a high quality leather belt that holds a dog leash and also has space for a mobile phone. The front of the box has a window in it so that consumers can easily see the contents and with the pull apart opening system the products is presented in its full glory. Furthermore the elegant printing is a perfect preparation for the product inside.



CARTON PRODUCER:

HAMMER GMBH FALTSCHACHTELWERK

END USER:

FLEXI-BOGDAHN INTERNATIONAL GMBH & CO. KG

STRUCTURAL DESIGNER:

HAMMER GMBH FALTSCHACHTELWERK

GRAPHIC DESIGNER:

FLEXI-BOGDAHN INTERNATIONAL GMBH & CO. KG

CARTONBOARD GRADE:

CHROMOCARTON GC2 375 GM<sup>2</sup>

CARTONBOARD MANUFACTURER:

STORA ENSO



All other non food





## Official name of the entry: SUGAR STICKS



### Jury Comments:

An excellent example of a carton replacing packaging made from an alternative material that offers a range of benefits. The carton holds the same quantity of sugar as the previous pack but is made from a single piece of cartonboard rather than from two pieces of plastic and one sheet of paper that was inserted into the plastic container. The jury was convinced that packing would be far simpler with a carton and recovery and recycling would be much more convenient as the packaging was now in a mono material. In summary an excellent sustainable solution.

CARTON PRODUCER:

EDELMANN GROUP

END USER:

SÜDZUCKER AG MANNHEIM

STRUCTURAL DESIGNER:

CARL EDELMANN GMBH & CO. KG

GRAPHIC DESIGNER:

SÜDZUCKER AG MANNHEIM

CARTONBOARD GRADE:

FOLDING BOXBOARD 300 GM<sup>2</sup>

CARTONBOARD MANUFACTURER:

STORA ENSO BAIENFURT GMBH & CO. KG

# Sustainability











Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Lucaprint s.p.a.



Mayr-Melnhof Packaging  
Austria GmbH



Mayr-Melnhof Packaging  
Austria GmbH



MM Graphia Bielefeld GmbH



CP Schmidt Verpackungs-Werk



CP Schmidt Verpackungs-Werk



Mayr-Melnhof Packaging  
Austria GmbH



E. Schausberger & Co. GmbH



E. Schausberger & Co. GmbH



E. Schausberger & Co. GmbH



E. Schausberger & Co. GmbH



E. Schausberger & Co. GmbH



MMP Ibérica



Alexir Packaging Ltd



M.Y. Healthcare





M.Y. Healthcare



M-real Meulemans



M-real Meulemans



M-real Meulemans



M-real Meulemans



M-real Meulemans



A&R Carton GmbH - Werk Frankfurt



Josef Bayer GmbH



Enudses Tendoro S.L.



Enudses Tendoro S.L.



Karl Knauer KG



Karl Knauer KG (COPACO)



Karl Knauer KG



Karl Knauer KG (COPACO)



Karl Knauer KG (COPACO)



CD Cartondruck AG



CD Cartondruck AG



Model Kramp GmbH



Smurfit Kappa Zedek



Edelmann Group



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Carl Edelmann GmbH & Co. KG



Schur Pack



Nampak Cartons Hoogerheide



Nampak Cartons Leeds



CD Cartondruck AG



AB Nord-Emballage



CD Cartondruck AG



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