

# PRO CARTON / ECMA CARTON AWARD

JURY  
REPORT  
2009



PRO CARTON



Duran Dogan Packaging



Duran Dogan Packaging



Duran Dogan Packaging



Du Caju Printing N.V.



Carl Edelmann GmbH



Carl Edelmann GmbH



MMP CP Schmidt



MMP Polygrafoformlenie Packaging



MMP Polygrafoformlenie Packaging



MMP Polygrafoformlenie Packaging



MMP Polygrafoformlenie Packaging



Mayr-Melnhof Packaging  
Austria GmbH





MM Graphia Bielefeld



MMP UK - Deeside -  
For Nestle Purina



Neupack Polska



MMP Caesar GmbH & Co. KG



MMP Caesar



MM Packaging Polska



MM Packaging Polska



MMP Schausberger



MMP Schausberger



MMP Schausberger



MM Graphia Bielefeld



MMP Behrens



MMP Schausberger



MMP Caesar



MMP Caesar



Alcan Global Tobacco Packaging



Alcan Global Tobacco Packaging



Firstan Ltd



Nampak Cartons B.V. Hoogerheide



PAWI Verpackungen Winterthur



Cartonajes Salinas Soc. Ltda.



Cartonajes Salinas Soc. Ltda.



Box Marche



Box Marche



Box Marche



# Introduction



Each year when the Judges meet it seems more difficult than ever to reach decisions and the competition becomes ever more intense. Now in its thirteenth year the annual carton award competition is now one of the most respected events of its type and the dedicated website that has been set up looking back at all the years it has been run, gets an ever increasing number of hits. This I believe shows the huge interest there is across the world in what cartons can deliver. This is not only the initial appearance but many other aspects as cartons have to fulfil a wide variety of roles.

They have to protect a product through the supply chain; they have to appeal to consumers on the retailer shelf; they have to carry a wide variety of information that is easy to read; they have to be easy to open, close and use in the home and finally they are increasingly being seen by brand owners as an ideal form of advertising at the very point where the decision to purchase is actually made. These wide variety of needs make designing and manufacturing a carton difficult but it is increasingly obvious that carton makers in Europe meet this challenge day after day after day.

Innovation, flair, imagination and inventiveness are all utilised in offering the best possible solutions to packaging needs and I am grateful to all those companies who entered the awards this year for demonstrating what they can achieve. We reached the highest entry level for many years with 122 cartons being entered from no less than 12 countries and whilst the number makes the task of the Judges more difficult it is one they relish and take very seriously. I am once again grateful to them for the hard work they put in and it was noticeable this year that the discussions took longer than usual. We try, in inviting the members of the Jury, to reflect the views of all elements in the carton supply chain and so under the Chairmanship of Satkar Gidda of SiebertHead who represents the view of designers, we have Guido Brosius from Carrefour looking from a retailer perspective, Pascal van Beek of Unilever who reflects brand owner view and finally

Burgunde Uhlig from Brigitta magazine who seeks to make judgements from a consumer standpoint. I am truly grateful to them all.

We try to keep the awards up to date and this year added a new category. In talking to many carton makers it became apparent that cartons that are made in very high quantities were largely unrepresented and it was felt that the judgements perhaps tended to focus on the highest quality, most technical and attractive cartons. This did not truly reflect a large part of the market where cartons in their millions are produced and used everyday and so we instituted a new category for entries made for volume markets. This required cartons to be manufactured in quantities exceeding 1 million and we were pleased to have this new category and very pleased with the entries and for carton makers supporting this new category.

I hope you find the following pages of interest and you can find further details on our website at [www.cartonawards.com](http://www.cartonawards.com). If you need any additional information please get in touch with us.

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

*Richard Dalgleish  
Zurich, November 2009*

# Comments from Satkar Gidda

Since the judging of the 2008 entries, we have witnessed much turmoil in the global economy. In the world of brands it has meant that consumers are looking for lower cost products and brand owners are looking for reduced packaging costs – or additional value for the consumer through packaging innovation.

I find that cartons really are cost effective and sustainable whilst being a perfect medium for brand communication. The different types of carton board, printing techniques, finishes, embossing etc. that are available are quite remarkable. It means that as designers and brand owners we can project any brand personality, image or brand positioning we want. Something that is not always possible in some of the other packaging materials due to the production limitations they have.

There were carton construction entries that we had seen before but the additional innovations through print, combined with a different consumer proposition allowed us to view the pack differently. So an existing carton construction but presented differently produces a completely new offer for the jury to consider.

This year the Judges worked harder than ever and took longer than ever before coming to their conclusions and decisions. I have never witnessed so much debate about so many entries, which to me indicated the quality of the entries. So coming to a consensus for the shortlist and subsequent winner of each category, took longer than usual. At the end of it, we were tired but happy.

Satkar Gidda  
London, November 2009



# 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.

**Guido Brosius** Guido Brosius has been working in the packaging business for more than 30 years. He started his career as Packaging Designer for GB and went on to become Packaging Manager for Carrefour Belgium, part of the Carrefour Group, the world's 2nd biggest retailer and number 1 in Europe. Carrefour Belgium has a 25% market share and almost 600 stores making it market leader in Belgium. Guido Brosius has built up extensive experience in packaging design, marketing and graphic procedures via the retail sector and is an expert in packaging materials and ecological aspects. In recent years he has also been very active in the bio-packaging sector and he won the BBP 2007 Award (Belgian Bio Packaging) for the initiatives he implemented at Carrefour Belgium.



**Burgunde Uhlig** Burgunde Uhlig works in Hamburg for Germany's biggest women's magazine, BRIGITTE. It has a circulation of over 800.000 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.

## **Peter Klein Sprockelhorst - Special advisor to the Judges**

Peter has spent most of his working life in the packaging industry. Have qualified as a mechanical engineer he carried out a range of roles from sales and marketing to General Management. In 1982 he became MD of Zedek Deventer Holland which is now part of the Smurfit Kappa Group. He also took over 2 display and carton companies in Belgium and set up a Greenfield plant in the Czech Republic. Peter became the co-ordinator for all litho and display activities and retired from Zedek in 2008 and is now an active independent consultant in the packaging industry.





Official name of the entry:  
ETUI <TOQUE DU CHEF>

Carton of the year

PURE FINESSE

How to highlight the perfect product and give it that something special. In close cooperation Cartotecnica Chierese – Groupe Fincarta and their customer Goldkenn came up with a most convincing and surprising solution. The “inner circle” included the designer, carton manufacturer and Goldkenn’s marketing team. The latter provided the initial input, the rest was close cooperation.

Originally the box structure was conceived as a bottle pack and the concept was modified at a later stage and the idea of packaging to resemble a chef’s hat became the core idea. Our intentions were clear: to create an impression of very high quality - not a mass product - and very close to looking handmade.

Compared with conventional packaging “Toque du chef” is round, but can be stored and transported flat. Cartonboard was the material of choice from the word go, as this was the only way to give the packaging that realistic chef’s hat look. The time span from the initial concept to market was nearly six months.

The packaging was extremely well received owing to its highly innovative qualities in the food sector. Starting from the initial pack size of 180 g, the product range has now been extended to include a further two sizes, all based on the same concept.

JURY COMMENTS

In terms of quality and shelf impact, the Judges felt that this carton was superb. It was striking in its design and functional in use as it was easy to open and also easy to close after opening. The detail in the clever creasing added to the shelf impact it had and the quality of the design both graphical and structural came together to show what excellence can be achieved in carton packaging. The Judges felt that this was a carton that would be recognised easily, would attract attention and be a perfect gift. In summary - an excellent winner.

- CARTON PRODUCER:

END USER:

STRUCTURAL DESIGNER:

GRAPHIC DESIGNER:

CARTONBOARD GRADE:

CARTONBOARD MANUFACTURER:
- CARTOTECNICA CHIERESE SPA - GROUPE FINCARTA

GOLDKENN

CARTOTECNICA CHIERESE

GOLDKENN

CRESCENDO 350 GM<sup>2</sup>

MEADWESTVACO





Official name of the entry:

## GROOVIE ROCK & COOL SHAPE - CHURCHSOUND

## Most Innovative Design Or New Use Of Cartonboard

### MUSIC OUT OF A BOX

The Offsetdruckerei Schwarzach (offset printers) were involved from the beginning of the project in September 2007, both as packaging suppliers and creators of ideas. Bohuslav Bereta, project manager and producer at ChurchSound, coordinated the graphic design and the interests of the distribution partners. Beate Fürtbauer, project manager at Offsetdruckerei Schwarzach, contributed the packaging ideas and marketing-relevant criteria. A number of suggestions were made by producers, musicians, recording studio experts and distribution partners. ChurchSound is distributed directly via a German and Austrian trade publisher, as well as by several specialised media providers relevant to the target group in German-speaking countries and the Internet.

The distribution partners' brief was to create functional packaging with ease-of use. Inserting the CDs was to be quick and easy. A high level of product protection was to be ensured, as was easy stacking and space-saving storage. The "layered" design guarantees excellent product protection.

Marketing were especially interested in a strong visual appeal to attract consumers' attention. The product was to present itself as a "real experience", so convincing creative musicians to buy. The packaging was to convey the comprehensive software package at a glance. The expected success came true. Bohuslav Bereta, project manager and producer at ChurchSound said: "Our experience with selling ChurchSound is: anyone holding the packaging in his hands is truly astounded."

### JURY COMMENTS

The pack seemed to the Judges to have everything. It had been designed with great thought to ensure it fulfilled a number of requirements not only in terms of packaging but also of use and display. The slider cover opened to reveal the contents including a small booklet that was cleverly designed so that pages turned almost automatically. Then on the reverse two CD's were included in a simple but effective way. This carton was truly innovative in the number of elements that it brought together and the Judges felt that a great deal of thought had gone into its design.

CARTON PRODUCER:	OFFSETDRUCKEREI SCHWARZACH GMBH
END USER:	CHURCHSOUND, JUNGE KIRCHE
STRUCTURAL DESIGNER:	OFFSETDRUCKEREI SCHWARZACH GMBH
GRAPHIC DESIGNER:	WERBE & FORM AGENTUR
CARTONBOARD GRADE:	ALGRO DESIGN DUO 360 GM <sup>2</sup>
CARTONBOARD MANUFACTURER:	SAPPI





Official name of the entry:  
**COGNAC EXTRA DE LUZE**

Beverages

LUXURY MEETS PLEASURE

The customer, Cognac De Luze, was looking for a box to present its “Extra” decanter. The marketing manager briefed Van Genechten on what they were looking for - a straightforward box with clean lines to display the decanter, while at the same time retaining an element of mystery.

The product is a limited edition. This Extra Grande Champagne Cognac has been rested to fully mature over a long ageing period, culminating in a single barrel finish during the years of 2007 and 2008. To reflect the prestige of this product it deserves to be presented in an original manner.

The sales manager for the brand visited with Van Genechten’s specialists in Angoulême and immediately chose this box, because it allows a partial display of the decanter and the decanter can also be returned to the box after use.

Kraft cartonboard was chosen for the body of the box to best present the “Terroir” and “Nature” aspects, while the banner is printed on the white part of the support. The clean graphic design ties in completely with the range of De Luze cognacs. Moreover, the printed banner reflects the purity of the pewter plaque on the decanter.

JURY COMMENTS

In exactly the same way as this would attract attention at the point of sale, so this carton attracted the Judges attention. Made using the reverse side of the cartonboard on the outside, the design would stand out clearly on the retail shelf and immediately attract the attention of shoppers. In a market dominated by high quality print and finishes, the simplicity of the design had immediate impact. In addition the structural design, which allowed the bag in which the bottle was contained to show through the gap in the carton added to the surprise and impact this would have at the point of sale.



CARTON PRODUCER:	VAN GENECHTEN PACKAGING
END USER:	DE LUZE
STRUCTURAL DESIGNER:	VG GOOSSENS
GRAPHIC DESIGNER:	LINEA
CARTONBOARD GRADE:	KORSNÄS CARRY
CARTONBOARD MANUFACTURER:	KORSNÄS





Official name of the entry:

## HOPPERBOX FOR CHOCOLATE-TABLETS

## Confectionery

### FORM FOLLOWS QUALITY

Many chocolate packaging look attractive, that is, prior to opening. There the premium look ends: crumpled cartons, torn aluminium foil and chocolate crumbs - and those messy stains. "Truly exquisite chocolate deserves really good packaging", words by Andreas Werner, the Créateur at Jaclulu. He asked Glanzmann Verpackungen AG to create packaging like never before, made only of cartonboard and paper.

- it should be resealable and always look like new
- it should be handy and sturdy enough for handbags
- it should underline Jaclulu's claim to be a premium chocolate in terms of haptics
- it should allow stylish presentation and easy handling
- it should enable "crumble-free" enjoyment

The Hopperbox met all the criteria - and more. A corrugated strip retains the wafers (buttons) in the box, keeps them apart from each other and protects them against mechanical damage. This follows a principle which Glanzmann Verpackungen AG developed for Swiss watch manufacturers for transporting their intricate dials. The corrugated strip also offers ecological benefits. The wafers need not be packed individually, thus resulting in considerably less waste than for comparable competitor products. In short: the hopperbox is like the chocolate it was made for - to the point, practical, pure and simply exquisite.

### JURY COMMENTS

This was truly something that the Judges had never seen before. At first glance it looked simple but when opened it displayed the contents clearly and also had the added advantage of making the chocolates easy to get out without getting any crumbs or chocolate on your fingers. The opening system was intuitive and easy to use and the graphics that showed clearly the different types of chocolates contained in the different packs was clear, easy to read and attractive. The overall shape was also felt to be unusual in this market and as such would appeal to impulse purchasers.



CARTON PRODUCER:	GLANZMANN VERPACKUNGEN AG
END USER:	CHOCO MUNDO GMBH
STRUCTURAL DESIGNER:	URS LEUENBERGER / ANDREAS WERNER
GRAPHIC DESIGNER:	CHRISTIAN REICHENBACH
CARTONBOARD GRADE:	INVERCOTE 380 GM <sup>2</sup>
CARTONBOARD MANUFACTURER:	IGGESUND PAPERBOARD





Official name of the entry:  
**GABRINI MAKU-UP KIT BOX**

Beauty & Cosmetics

**SPECTACULAR APPEARANCE**

The initial concept was designed in house by Venk Ofset by their design, production and marketing teams. At the start this was a purely conceptual design and it was not until the it was largely finalised that the developers started thinking about which markets their ideas would suit best. They agreed with their Managing Director that it would probably be ideal in the cosmetics markets and so they approached one of their leading cosmetic customers and showed it to them.

The customer, Kadioglu Cosmetics, was immediately attracted to the new solution and felt it would be ideal for their markets as it replaced the usual combination of cartonboard and plastic with a monomaterial option that was more environmentally friendly and at the same time more cost effective. The carton was adapted in size to the products it would help to sell, and packing line efficiency and distribution were taken into account. At the same time, the Venk graphic design team started to work together with the customers marketing manager to give the carton an attractive look.

Initial indications are that the packaging has been well received by consumers and it has been reported that some consumers are buying it simply for the packaging.

**JURY COMMENTS**

Whilst the Judges had seen double slider cartons before, they felt that this product was ideal for this type of packaging solution. The easy opening and display of the make up allied to the presence of a mirror in the top drawer, made this carton ideal for its purpose in that it was easy to recognise, simple to open and easy to use. Allied to this was some very high quality finishing and the use of spot varnishes to give a “sparkle” to the print that would attract the eye of potential purchasers.



CARTON PRODUCER:	VENK OFSET LTD.
END USER:	KADIOGLU KOZMETIK LTD.
STRUCTURAL DESIGNER:	VENK OFSET LTD.
GRAPHIC DESIGNER:	VENK OFSET LTD.
CARTONBOARD GRADE:	CARTA SOLIDA 285 GM <sup>2</sup> (GC1)
CARTONBOARD MANUFACTURER:	M-REAL





Official name of the entry:  
D-RACE

Pharmaceutical

ALWAYS ROOM IN THE SMALLEST OF SPACES

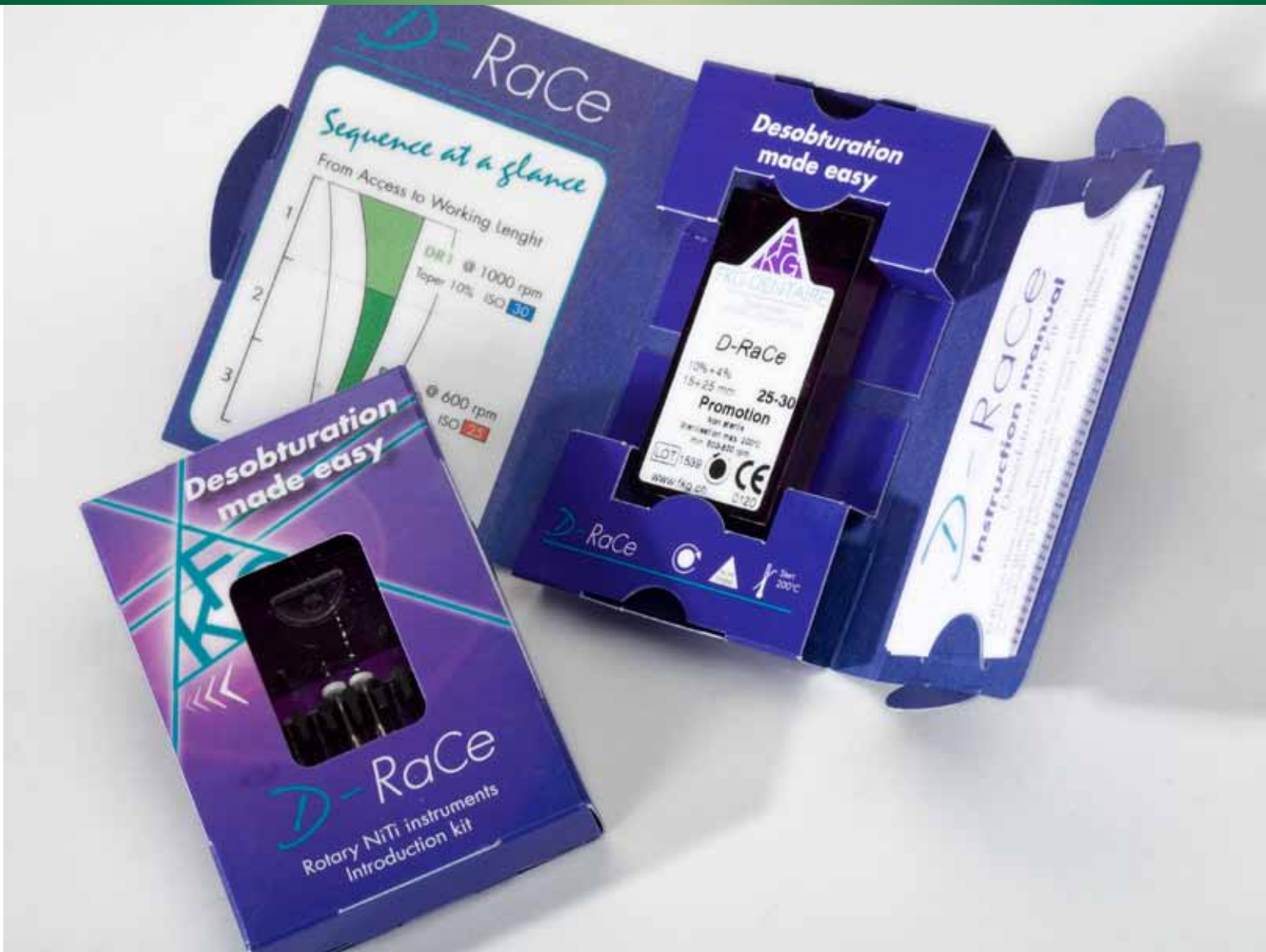
The development process took from September 2008 to February 2009. The Rondo team included Michael Jetzer and Martin Krause, the cartonboard was supplied by Iggesund Paperboard Europe and the customer was FKG Dentaire in Switzerland. FKG wanted an attractive, elegant, convenient and small packaging, the size of a credit card. A number of items were to be integrated, including a viewing window and the package insert in a side flap. Excellent product protection was also required.

The core idea was the small size of the folded box which distinguished it clearly from competitor packaging in this market segment. Only 500 units were produced initially, as promotional pack to be handed out at trade fairs, congresses etc. However, the FKG customers (dentists and the dental trade) were so impressed that things did not simply stop there.

The BoxWallet was introduced as the new official packaging, including a further two products, but with a different graphic design. The deciding factor was the compactness and integration of the package insert. Furthermore, carton offers the advantage that the boxes can be supplied flat and are 100% recyclable. With the aid of this new packaging FKG Dentaire found it considerably easier to position the product on the market.

JURY COMMENTS

This was only a small carton but managed to combine a variety of elements that made it extremely functional. It opened intuitively and the clever structural design made the contents easy to remove and simple to put back again. The double opening design also allowed space for all the necessary instructions and it was easy to close after use. The graphics were bold and eye catching and it was simple to see what the product was.



CARTON PRODUCER: RONDO AG  
END USER: FKG DENTAIRE  
STRUCTURAL DESIGNER: FKG DENTAIRE  
GRAPHIC DESIGNER: FKG DENTAIRE  
CARTONBOARD GRADE: INVERCOTE 300GM<sup>2</sup>  
CARTONBOARD MANUFACTURER: IGGESUND PAPERBOARD





Official name of the entry:  
DISPLAY PORTA SELLA VINTAGE

Shelf Ready & Display Packaging

PERFECT SEATING

“Selle San Marco” is one of the major manufacturers of saddles for bicycles in the Northeast of Italy where some 80% of the world’s manufacturers are located. Already a client of Lucaprint, they had begun examining how to strengthen the plastic packaging for their “Vintage” series back in October 2008. Ivano Silvestri, marketing manager at S. S. Marco, was not convinced by plastic and took issue: a cartonboard support was to be developed to protect the sensitive leather part of the saddle and prevent it from coming into contact with other materials.

Virginio Scalabrin, responsible for the development of new products at Lucaprint, accepted the challenge. His idea: firmly locate the central part of the saddle using a small box made of cartonboard. This elevates the saddle and is not part of the support, as had been proposed by competitors. Another advantage is that the packaging can be supplied flat and glued, as well as fielding the “Vintage” design on the rear part of the box.

In December 2008, two months after the initial meeting, Selle San Marco decided to shelve the idea of a plastic support and placed their first order for cartonboard boxes, ready for the Christmas Season. The packaging proved a tremendous success as dealers could display the product easily in their shop windows. And, inspite of the economic recession, sales targets were reached.

JURY COMMENTS

It was the comparative simplicity of this that attracted the Judges attention. The use of a “retro” look to display a sophisticated product would give excellent visibility and interest to shoppers and the pack could either be hung from a display or stand freely using the fold out stand. The Judges were also impressed that this had been redesigned to eliminate all the plastic that was used in the previous display with no loss of functionality. The use of the board printed on the reverse was elegant and the Judges felt that this would help make the pack stand out at the point of sale.

CARTON PRODUCER: LUCAPRINT S.P.A.  
END USER: SELLE SAN MARCO S.P.A.  
STRUCTURAL DESIGNER: VIRGINIO SCALABRIN – LUCAPRINT  
GRAPHIC DESIGNER: SELLE SAN MARCO  
CARTONBOARD GRADE: STORA ENSO CKB 270GM<sup>2</sup>  
CARTONBOARD MANUFACTURER: STORA ENSO





Official name of the entry:  
FRED & ED DUO PAK

All Other Food

DOUBLE THE FUN

In December 2008 the Food Sense company approached Mayr-Melnhof Packaging Caesar with the concept of developing a box with two dispensers. The idea being, to make breakfast more interesting for children. Children just love creating colourful breakfast snacks and sandwiches. This fact gave rise to the idea of marketing a packaging with two dispenser openings and containing different products.

Marketing management and purchasing formed the project team at Food Sense. The visual design was handled by an advertising agency. Mayr-Melnhof Packaging Caesar's development department designed the box, Mayr-Melnhof Karton supplied the carton. The new packaging allows children to create their own breakfast snacks in different colours and tastes.

At present none of the competitors can offer comparable packaging with two separate compartments and different contents in one box. The two dispensers are an integral part of the design, there is no need for additional dispensers. Development and implementation of the project took approximately three months. The new product was launched on the Dutch market in March 2009.

The new packaging was extremely well accepted by the trade. Consumers loved it, without immediately grasping that the box had two compartments. A major advertising campaign has been launched to demonstrate the concept. Sales are performing well.

JURY COMMENTS

This was a very clever carton that immediately appealed to the Judges. A clever and sophisticated construction allowed two products, chocolate sprinkles, to be dispensed from the same carton and the addition of pull out pouring spouts made the whole product functional and easy to use. The graphics too were very effective showing clearly that the carton contained two different products and this, the Judges felt, would appeal to shoppers. The pack was also sift proof to ensure that the contents did not leak and it was clearly shown how the pack worked, a fact that the Judges felt is sometimes missing on some cartons.



CARTON PRODUCER:	MMP CAESAR GMBH & CO. KG
END USER:	FOOD SENSE B.V.
STRUCTURAL DESIGNER:	MMP CAESAR GMBH & CO. KG
GRAPHIC DESIGNER:	FOOD SENSE B.V.
CARTONBOARD GRADE:	275GM² GC2 LINOPLEX
CARTONBOARD MANUFACTURER:	MAYR-MELNHOF KARTON AG





Official name of the entry:  
**DURACELL OBELIX PACKAGING**

All Other Non Food

**BIG AND SUSTAINABLE**

Duracell and Van Genechten have been close partners for years in the packaging of batteries. At the end of 2006 Duracell prepared a brief for project “Obelix”. Market research had shown that consumption of battery packs containing more than eight batteries had increased over the past years.

A compact, reclosable pack was to be created for this new segment. The use of a single packaging material - preferably cartonboard - was stipulated to accommodate environmental aspects. To improve customer convenience the packaging had to be reusable after removal of some of the batteries - in contrast to many other packs which are destroyed when removing batteries.

Based on these requirements, the development team of Van Genechten Nicolaus in Kempten developed several concepts. Together with the Duracell marketing team and the Duracell packaging developers in Heist a decision was made in favour of the “D-Click” closure concept. An oval dot of adhesive affords protection against theft, and yet it is easy to open and close.

The packaging closes firmly, preventing any loss of batteries. A window lets customers see how many batteries are left at a glance. The Obelix packaging was marketed in mid-2008 and was so well received that work has started on a second line - for up to 24 batteries and with a further improved closing mechanism.

**JURY COMMENTS**

Whilst the Judges had seen similar packs for batteries, this they felt took the basic design thoughts a stage further. Made entirely of cartonboard, this new carton made dispensing easy but also had a simple closure device built in that enabled the users to close it after taking out some batteries and not have the problem of the rest of the batteries falling out. This therefore offered advantages to users and the simple yet effective construction made is easy and intuitive to use. The bold graphics reinforce the brand and this made for good attractive display in store.

CARTON PRODUCER: VAN GENECHTEN PACKAGING  
END USER: PROCTER & GAMBLE / DURACELL  
STRUCTURAL DESIGNER: VAN GENECHTEN NICOLAUS  
GRAPHIC DESIGNER: PROCTER & GAMBLE  
CARTONBOARD GRADE: GC4 325GSM  
CARTONBOARD MANUFACTURER: STORA ENSO





Official name of the entry:  
UNIVERSELLE SETVERPACKUNG

Sustainability

VARIATIONS ON A THEME

In mid-September 2008 Coltène/Whaledent assigned development to Carl Edelmann. The customer's brief was clear and precise. Excellent product presentation, coupled with easy handling and filling. The general idea was to replace moulded plastic components by cartonboard. As a result, Edelmann came up with the concept of combining all kits in a modular design made of cartonboard.

The basic modules, such as tray, lid and sleeve always remain identical. The inserts can be selected in accordance with the various products. The modular design reduces tooling costs, increases cost effectiveness and facilitates packing.

The main difference to the previous plastic packaging was the choice of material. Cartonboard offers a superior quality appearance, especially in terms of appealing haptics, and also better printability. The bright white carton also underpins the appearance of "clean, spotless" packaging, which is extremely important for presentation in dental surgeries.

The finished packaging was supplied in March 2009, only six months after development commenced. The change from plastic to environmentally-friendly carton as well as the user friendly design were well received by customers and sales personnel, and in fact caused quite a stir worldwide. This new concept is being taken a step further, new modules already exist for larger kits, using existing elements.

JURY COMMENTS

The Judging panel were most impressed with the new design that with a single piece of cartonboard replaced a totally plastic two piece pack. It was well designed, functional and easy to open and close and inside the contents were separated by dividers making it simple for the user to find the correct item. Now made from 100% cartonboard, this carton was more sustainable and easy to recover and recycle and had significant advantages over its plastic predecessor. A fine example of replacing one pack with a more sustainable alternative.



CARTON PRODUCER: CARL EDELMANN GMBH  
END USER: COLTÉNE / WHALEDENT AG  
STRUCTURAL DESIGNER: CARL EDELMANN GMBH  
GRAPHIC DESIGNER: COLTÉNE / WHALEDENT AG  
CARTONBOARD GRADE: INVERCOAT  
CARTONBOARD MANUFACTURER: IGGESUND PAPERBOARD





## Official name of the entry: WRIGLEY 5 GUM

## Volume Market

### THE FULL DOZEN SPELLS VALUE

The idea originated at Wrigley headquarters in Chicago, USA, and the new pack was to contain 12 sticks, not 15. At first glance the difference between 12 or 15 sticks may appear negligible, but the two millimetres difference proved to be a demanding challenge.

The team had many contributors: Wrigley's international marketing, purchasing, package design, graphic design (advertising agency), Wrigley's own design department and several carton suppliers, as different materials had to be evaluated. At Limmatdruck/Zeiler, being the box supplier, the key account manager, R & D, pre-print and production were involved. Last but not least because of the numerous test runs for printing, processing, gravure etc.

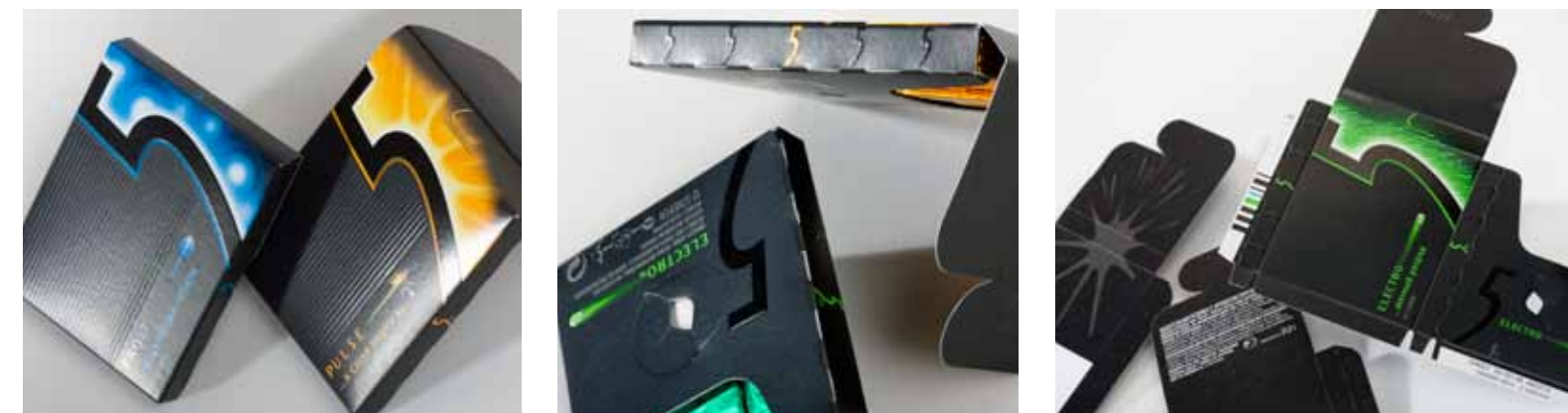
The core idea was to present chewing gum on the table, rather than hiding it in pockets and handbags. Wrigley 5 GUM was to become the "ipod" of chewing gum in Europe. The result is an envelope in a new and unusual format: Wrigley 5 is vertical. The visual presentation, completely black, is also new. And the advantages are numerous too: functionality, printing, finishing, consumer convenience and easy disposal. Wrigley 5 GUM has become a major success in Europe and has captured a relevant market share within a short period of time - the box contributing its fair share too in the store shelves. Meanwhile the same concept (12 sticks) is being launched on the Asian market.

### JURY COMMENTS

In this category, which is new for 2009, it was encouraging to see such quality. This carton was a totally new style for the markets into which it is sold and would as a result, the Judges felt, stand out at the point of sale. The use of embossing and high quality print lifted this carton above its competition and the Judges felt that this was a significant step forward in this market. A simple yet totally effective closure device on the reverse added to the useability of this pack.



CARTON PRODUCER:	LIMMATDRUCK / ZEILER (COPACO)
END USER:	WRIGLEY GMBH
STRUCTURAL DESIGNER:	WRIGLEY / SIZE ADAPTATION:
	LIMMATDRUCK/ ZEILER
GRAPHIC DESIGNER:	AGENTUR BAKER
CARTONBOARD GRADE:	TRUCARD, 240 GM <sup>2</sup>
CARTONBOARD MANUFACTURER:	TULLIS RUSSELL







Box Marche



Glanzmann Verpackungen AG



Model PrimePac AG



Model PrimePac AG



Hammer GmbH, Lübeck



Lucaprint S.p.A.



Lucaprint S.p.A.



Lucaprint S.p.A.



Model PrimePac AG



Model PrimePac AG



Limmatdruck / Zeiler (COPACO)



Limmatdruck / Zeiler (COPACO)



A&R CARTON - Werk Frankfurt



A&R Carton Bremen GmbH



A&R CARTON - Werk Frankfurt



Å&R Carton Oy



Limmatdruck / Zeiler (COPACO)



Limmatdruck / Zeiler (COPACO)



topac Multimediaprint GmbH



Rondo AG



Å&R Carton Oy



Offsetdruckerei Schwarzach GbmH



Offsetdruckerei Schwarzach GbmH



Ratt GmbH Verpackung



Rondo AG



Carl Edelmann GmbH



Vrijdag Premium Printing



Vrijdag Premium Printing



August Faller KG



Cartotecnica Chierese SPA -  
Groupe Fincarta



Carl Edelmann GmbH



Carl Edelmann GmbH





Carl Edelman GmbH



Carl Edelman GmbH



Carl Edelman GmbH



Carl Edelman GmbH



Venk Ofset Ltd.



CPC Packaging



Chesapeake Stuttgart GmbH



Chesapeake Düren GmbH



Chesapeake Stuttgart GmbH



Chesapeake Stuttgart GmbH



Chesapeake Stuttgart GmbH



Smurfit Kappa Zedek



Smurfit Kappa Zedek



Rack & Schuck GmbH & Co. KG



jointly by PortaBrands Ltd (Part of the Alexir Partnership) and Cooperative Food



Karl Knauer KG (COPACO)





Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



Joachim Schröder KG - packende  
Karton-Ideen-



Siemer Kartonagen GmbH



Siemer Kartonagen GmbH



Siemer Kartonagen GmbH



Cosack Druck + Verpackungen GmbH  
& Co. KG



Cosack Druck + Verpackungen GmbH  
& Co. KG



Chesapeake Branded Packaging



Regia HighPack AG



Regia HighPack AG



Regia HighPack AG



Regia HighPack AG



CD Cartondruck AG



CD Cartondruck AG



Model Kramp GmbH



rlc | packaging group (COPACO)





rlc | packaging group (COPACO)



Benson Box Ltd



STI Group



STI Group



STI Group



STI Group



STI Group



Van Genechten Packaging



Van Genechten Packaging





VG Goossens



Van Genechten Packaging



Van Genechten Packaging



Van Genechten Packaging



Smurfit Kappa Baden Packaging



GPP industrie grafiche S.p.A.



GPP industrie grafiche S.p.A.



Van Genechten Packaging



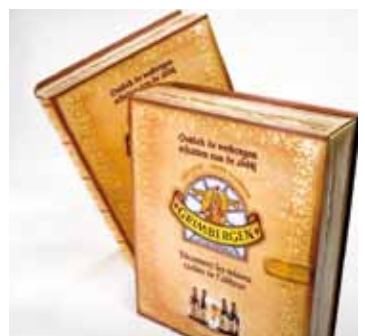
Van Genechten Packaging



Autajon Packaging Belgium  
(ex Meulemans)



Autajon Packaging Belgium  
(ex Meulemans)



Autajon Packaging Belgium  
(ex Meulemans)



# PRO CARTON / ECMA CARTON AWARD

JURY  
REPORT  
**2010**

THE 2010 CARTON AWARDS WILL  
BE LAUNCHED EARLY IN 2010.

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