

# Pro Carton/ECMA Carton Award



PRO CARTON



## Introduction by Roland Rex, Pro Carton



Emotion plays a key role in packaging. Studies over the years have shown that packaging can and does create an emotional reaction in consumers both when they buy a product and use it. A warm feeling when looking at a well designed and appealing pack, a feeling of frustration when a pack is difficult to open or close and a feeling of satisfaction in buying and using a pack that minimizes environmental impact. Emotion too plays a significant role in the judging process. The emotion of concern when entries are not as high as hoped for just a couple of weeks before the judging but then a feeling of satisfaction on the judging day when a high entry level has been received. A feeling of surprise at the huge variety of types of entry and then a feeling of pleasure when the entries are looked at in detail and the more “special” elements are revealed. Judging day is special and we are once again indebted to our Judging panel, so ably led by Satkar Gidda, helped as before by Pascal van Beek and joined for the first time this year by Andreas Nolte of Edeka Nolte. We are very grateful to them all for taking their deliberations so seriously. It is never easy and the 15th Awards were no exception. With the second highest entry level since these awards started, the Judges certainly have to work hard. We are grateful also to Peter Klein Sprockelhorst who once again brought his considerable experience and expertise to advise and assist the Judging panel to ensure they were aware of all the intricacies of each of the entries.

Once again we have included in the booklet all the finalists in each category from which the winners were chosen as this helps to demonstrate the variety, skill, innovation and flair that the entries show. And for each of the winners we will report on the supply chain story behind the winning carton that always gives an interesting insight into the development, creation and production of the winner. The Judges remain amazed that each year things seem to get better and once again in 2011, we have an outstanding quality of entry overall which made judgments even more difficult than usual.

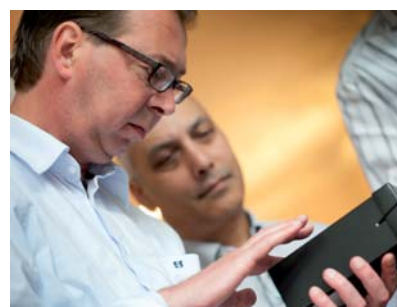
We hope you enjoy looking at all the finalists and winners and yet again we are so grateful to all those companies who took the time and trouble to enter. This is their Award which we run and the winners richly deserve their awards but the true winner is without doubt carton packaging – the most innovative and sustainable packaging available.

Roland Rex  
President Pro Carton  
April 2012

## Chairman of the Jury Comments from Satkar Gidda



P. van Beek, S. Gidda, A. Nolte, P. Klein Sprockelhorst



What an amazing standard and number of entries we had this year. There were 114 entries from over 15 countries. No wonder then that the judges exceeded the time allocated to the decision making process.

Innovation is often an overused word and yet we were using it quite a lot as we tried to express some of the achievements of the entrants.

Consider the carton of the year, branded ABT from Mayr-Melnhof. Not only was this a great piece of structural design work, it projected masculinity through shape, colour and branding. Coupled to that was the car front, grill image using punched holes, not seen before, clearly conveying the image of automotive products inside. Just that detail of punched holes was enough to catch the eye.

Speaking of detail, when is tray not a tray? When it is a non slip tray. A tray made from carton board with an extra surface finish to make it non slip. An end consumer benefit when transporting food from counter to table.

I remarked last year on the subject of sustainability and so it was no surprise that the number of entries increased this year so that a new category was introduced and finalists chosen for the first time. In addition, the judges additionally placed some entrants in other categories also into the sustainability category. As more brand owners look to increase their sustainability characteristics, we will see them increasingly looking at carton board. For the brand Illy, winner of this category, to move from tin into carton board and still be confident that they could maintain their brand values and premium positioning then that says a lot.

Finally during the course of the year I happened to see an amazing Smart Car that I discovered had been made using cartons to replace many of the main panels and some of the interior and other trims. I was so astonished by this, I spoke to Pro Carton and managed to persuade them that as this was so special it should be recognised and I am so pleased they agreed. You will find more details on this later in the brochure.

So my congratulations to the winners but also to those that made the shortlist because often the margin between winner and second was very minimal. Thanks in fact to all those that entered. You all did a great job!

Satkar Gidda  
April 2012

www.procarton.com



## The Jury

### Satkar Gidda SiebertHead

Satkar Gidda studied Business Studies and Marketing and is Sales & Marketing Director of SiebertHead, the longest established brand and packaging design consultancy in the UK. His primary responsibility is meeting, presenting and selling the skills of SiebertHead to new clients as well as existing clients. At SiebertHead Satkar he also works with global clients on helping them create that all important one to one communication between the brand and the consumer.

### Pascal van Beek Unilever

Pascal van Beek began his career in 1992 as Management Trainee at Mars/MasterFoods, where he advanced to Junior Purchasing Manager for packaging and services. Following an interim position from 1996–1999 at Nestlé Animal Foods as Senior European Purchasing Manager for printed packaging he finally moved to Unilever and currently holds the position of European Procurement Director for Flexibles, Outercases, Folding & Aseptic Cartons and Paper Containers.

### Andreas Nolte EDEKA Nolte

After a traineeship as retail salesman and studying business management, Andreas Nolte was Market Maker for Options on Stocks in Frankfurt and London. In 1993 he took on the role as managing director of Nolte aktivmarkt GmbH – a family-run business, which will celebrate its 50th anniversary in 2012. The company owns seven supermarkets under the Edeka brand. Another supermarket is to be added next year.

### Peter Klein Sprockelhorst

Special Advisor to the jury  
After being trained as a mechanical engineer, Peter Klein Sprockelhorst decided to join the paper-processing industry. In 1982 he became managing director of Zedek Deventer Holland (which today belongs to the Smurfit Kappa Group) and turned the company into a major display and packaging supplier in Europe. He successfully acquired two companies in Belgium, built a greenfield factory in the Czech Republic and established sales offices in Germany, France and the UK. He retired in 2008, but with 45 years of experience is still active as an independent consultant.



Official name of entry | **ABT Hohlrahmenschachtel**

Carton producer | **MMP Schausberger, Austria**

Brand Owner | **ABT Sportsline GmbH**

Structural Designer | **MMP Schausberger, Austria**

Graphic Designer | **ABT Sportsline GmbH**

Cartonboard manufacturer | **Europapier**

Cartonboard grade | **Fotokarton Schwarz 480 g**





## A gift with charisma

ABT is a car tuner specialising in the makes Audi, VW, Seat and Skoda. This is a special carton used for promotional purposes to good customers. The contents: gifts to premium customers to the tune of several hundred Euros. For example, the cartons could contain tickets for DTM races (German Touring Car Championship), VIP tickets with a pit pass or other suitable give-aways. Until now, the carton had the shape of a simple shoe box. The briefing given to MMP Schausberger was fairly free: do something new, something different. In other words: Mayr-Melnhof had carte blanche. To designers this means: it does not have to be radically new, it needs to be the right thing for the customer. Communications between the customer and Schausberger clicked from the word go. The chosen carton had the shape of a sports exhaust pipe. A stamped grid and hot foil embossing on completely dyed cartonboard convey a convincing aura. Design and packing (with the exception of the tickets) was done by Schausberger MMP. ABT liked the idea and concept immediately – only a few minor details needed to be addressed. First impressions did not fail: the product is well received and is being reordered regularly. Feedback by customers is very positive.

## Jury Comments:

The judges were most impressed with this carton which contained high value products and showed them off to the best advantage. The curved front panel was eye catching along with the punched holes which the jury members had not seen before but they felt were a valuable design element in the overall look of the carton. The structural design, the simplicity of the print allied to the deep black board all combined to create a truly outstanding carton that would attract attention and also perfectly reflect the quality of the contents.



Official name of entry | Anti-Rutsch-Tablett

Carton producer | STI Group

Brand Owner | Kunden des Cateringangebieters Kurt Lilly GmbH & Co. KG

Structural Designer | STI Consulting GmbH

Graphic Designer | STI Consulting GmbH

Cartonboard manufacturer | Iggesund Paperboard

Cartonboard grade | Invercote, GZ 220 g



## Anti-slip brand communications

The idea for this "highly innovative" concept originated from STI. It all started with an enquiry from a sub-contractor for catering material who was unhappy with existing solutions – trays made of wood, metal or plastic. The printed paper sheets for branding tended to slip and quickly looked "used". The result: the end consumers were also disappointed. In four months of development time STI created a far better solution: a tray made of sustainable cartonboard for individual design. This makes individual branding easier for caterers and customers alike, especially as the tray can also be manufactured in different sizes and shapes (i.e. classic rectangular shape, heart-shaped etc.). The clue: a special anti-slip varnish was developed together with a special application process. The number of customers from the catering industry is growing steadily: a new product has found its customers.

## Jury Comments:

This was definitely something that the Jury had not seen before and the use of a non slip coating gave the tray an added dimension in that it could be tilted to 20° and whatever was on the tray would not slide off. It also had sufficient strength to fulfil its purpose and they also felt that this product, being 100% recyclable, would have a wide variety of applications not only in the catering field but also in fast food outlets. Virtually any design can be printed too, so offering a wide variety of possibilities to this unique product.

Official name of entry | **Carton-Smart**

Carton producer | **Cartondruck**

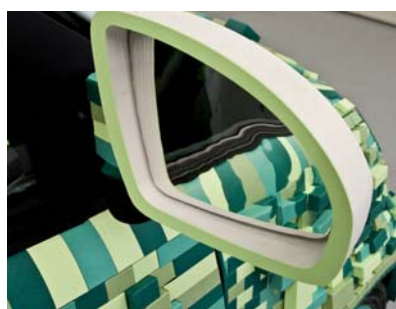
Brand Owner | **Smart**

Structural Designer | **Sarah Illenberger**

Graphic Designer | **Sarah Illenberger**

Cartonboard manufacturer | **Gmund**

Cartonboard grade | **Collection Colors**



## Smart cartonboard speedster

Many things have been made of cartonboard, but never a car. An innovative company in Germany has now made the impossible come true: a Smart was fitted with a bodywork and interior made of cartonboard. The car was the absolute sensation at the Luxe Pack in Monaco. "We were looking for a real challenge to show what can be done with cartons. After long discussions we decided to attempt replacing the main elements of a Smart with cartons" said Steffen Schnizer, CEO at CD Cartondruck. Smart were immediately convinced by the idea and provided a "fortwo" as well as all the necessary CAD plans. The individual parts were made of recycling cartonboard made by the Gmund company. The Berlin design artist Sarah Illenberger looked after the design. The main challenge was, that cartons had to replace the main elements of the car while maintaining structural integrity. All plastic components were made of cartonboard, and the car is fully functional. In total, over 7,000 cartons in four different shades of green were used. Not only was the external bodywork composed of thousands of cartons, even the rear-view and external mirrors, rims, dashboard and floor mats of the spectacular and unique car were made of cartonboard.

## Jury Comments:

The Chairman of the Jury had seen an article about this and drew it to the attention of the other Judges. Like him, they agreed that it was an astonishing example of creativity, design and innovation which at the same time demonstrated in a very clear way what can be achieved with cartons. It was, they felt, a perfect example to demonstrate the creativity that is possible with cartonboard and it would attract great attention. They asked if a Special Award was possible in view of the excellence of this concept which through sheer innovative thinking and great skill had been realised.



Official name of entry | Astuccio monodose

Carton producer | SA.GE Print

Brand Owner | Illy Caffè

Structural Designer | Illy Caffè

Graphic Designer | Illy Caffè

Cartonboard manufacturer | Mayr-Melnhof

Cartonboard grade | Bianco Grigio 400 g



## Like metal, but easier to process

After many years of the product being packaged in other types of packaging, Illy decided to opt for Lucaprint as supplier for this product. Beginning with the initial tests, most of the work focused on embossing the laminated cartonboard, specifically to highlight the brilliance of the colours. The goal was to reproduce the shiny effect of metal tins as well possible, as these were to be replaced as part of the new concept at Illy, and this goal was achieved, albeit with minor adaptations. At the same time, the packaging structure had to be re-engineered precisely to achieve optimal machinability. Specifically, Illy expected flatness of the packaging to allow perfect machine-packaging. Not an easy task considering the load factors the material was subjected to through lamination, embossing, varnishing and stamping. The close cooperation between Mayr-Melnhof and Lucaprint in selecting the cartonboard proved extremely useful. After first supplies had passed materials testing, Illy were able to start production themselves and achieved their annual quota of 800,000 units.

## Jury Comments:

This was summed up by the jury as a carton that truly showed sustainability characteristics. Most products of this type are packed in tinsplate or plastic but the switch to carton based packaging not only was a move to an infinitely renewable resource but also had the added benefit of being lighter in weight than the packs it replaced. In addition it can be delivered flat to the packer and because of this and also the fact that it is lighter, savings in space and delivery costs have been gained. They felt that this was a carton that clearly demonstrates the benefits of carton packaging.





**Official name of entry |** Magnum Temptation Ice Cream

Carton producer | **VG Nicolaus Kempton**

Brand Owner | **Unilever**

Structural Designer | **VG Nicolaus Kempton**

Graphic Designer | **Sofia Blomberg**

Cartonboard manufacturer | **H1Q**

Cartonboard grade | **Simcote 280 g**

#### **Up to date = more sustainable + more cost-efficient**

Van Genechten had already designed the existing pack with metalised foil on both sides a few years ago, and was now faced with upgrading the premium product Magnum. The concept had been successful and led to the next challenge: reduce costs and improve sustainability. This was achieved using a specially coated cardboard and more efficient use of the materials.



**Official name of entry |** Terry's Chocolate Orange 330 g

Carton producer | **MMP Austria**

Brand Owner | **Kraft Foods UK**

Structural Designer | **MMP Austria**

Cartonboard manufacturer | **Korsnäs**

Cartonboard grade | **Korsnäs Light 290 g**

#### **Sustainable and cost-saving: cartonboard in place of plastic**

Mayr-Melnhof Packaging satisfies high requirements: selecting a cartonboard equal to the stiffness and transport properties of the present seven-component plastic packaging, and not only presents the brand message perfectly as a carton, but also helps the customer, Kraft Foods UK, to save costs during filling and transport.

## Official name of entry | Yin Yang Verpackungsserie

Carton producer | **Carl Edelmann GmbH**  
 Brand Owner | **Deynique Cosmetics GmbH**  
 Structural Designer | **Carl Edelmann GmbH**  
 Graphic Designer | **Eyedeas Werbe GmbH**  
 Cartonboard manufacturer | **Sappi Alfeld GmbH**  
 Cartonboard grade | **Algro design 300 g**



## Success comes natural

The cream bottles and dispenser had already been developed when Edelmann became involved in the packaging concept. Edelmann started from the following idea: Yin and Yang represent harmony and balance – this harmony and balance was to be expressed at all levels. For this reason the packaging uses a frame of equal width. The product itself is a natural care product, natural care and purity should therefore also be expressed by the selected packaging material with its purity and high degree of whiteness. At present, the market segment is dominated by relatively simple cartons, and Edelmann attempted to present an exceptional product in exceptional packaging. The message: only a natural material may package a natural product. Nine months of development have certainly paid off: first sales numbers clearly show that there has never been a more successful product launch in the history of Deynique Cosmetics.

## Jury Comments:

The jury commented that this was an outstanding example of the skill of the carton maker. The general simplicity of the design was most effective and the "gap" between the top and bottom section drew the eye to the carton which would therefore give it greater visibility on the shelves which are generally crowded in this sector. The members of the Jury felt that the peerless quality of the carton, the simple design and effective use of print and finishing techniques, all came together to create an outstanding carton.





**Official name of entry | Gabrini Elegant Lipgloss Carton**

Carton producer | **Print Park**

Brand Owner | **Gabrini**

Structural Designer | **Print Park**

Graphic Designer | **Print Park**

Cartonboard manufacturer | **M-real**

Cartonboard grade | **Carta Solida 295 g – GC1**

### **Crazy for that strawberry fragrance**

Gabrini's main goal was to convey the strawberry fragrance of the product. Packaging manufacturer Print Park not only designed an incredibly beautiful carton, but also suggested printing with a strawberry flavour. The carton really does have major advantages over other packaging solutions.



**Official name of entry | High Care Spa Line Soon**

Carton producer | **Aug. Heinrigs Druck + Verpackung GmbH & Co. KG**

Brand Owner | **Weyergans High Care AG**

Structural Designer | **Weyergans High Care AG**

Graphic Designer | **Weyergans High Care AG**

Cartonboard manufacturer | **Iggesund**

Cartonboard grade | **330 g Invercote G**

### **The market just loves quality**

In the beginning, Weyergans did not really have any preconceptions on the look of their packaging. Elaborate construction, combined with elegant graphics and ambitious printing proved a success on the market: a perfect balance between quality, packaging and product.



**Official name of entry | Verpackungs-Set Ritterburg**

Carton producer | **STI Group**

Brand Owner | **Tinti GmbH & Co KG**

Structural Designer | **Tinti GmbH & Co. KG**

Graphic Designer | **Tinti GmbH & Co KG und Heidi Fleig-Golks**

Cartonboard manufacturer | **Buchmann**

Cartonboard grade | **GC 1 Kasuar Chromokarton FSC – 350 g**

### **Preciously Playful**

Innovative packaging solution for Heidelberg Natural Cosmetic's childcare and cosmetics range: distinctive product appearance with an automatic base carton as sliding box and sleeve with a battlement look. The playful secondary use, building a castle, is absolutely new and unique on the market.

## Official name of entry | Bag in Box Mauro Chardonnay

Carton producer | **Boxmarche**  
 Brand Owner | **Oenoforos AB**  
 Structural Designer | **Boxmarche**  
 Graphic Designer | **Sofia Blomberg**  
 Cartonboard manufacturer | **Stora Enso**  
 Cartonboard grade | **CKB 250 g**



## New perspectives for a classic product

The Boxmarche company was involved in the new packaging project right from the beginning: they provided the design and structure. Development from the first contact to time-on-market took six months. It was clear from the start that cartonboard would be the product of choice as it is the prime choice in this segment. Boxmarche were looking for a box that was totally different from other Bag in Box solutions: products in this sector usually have standard formats and are quite repetitive. The graphic design was handled by Oenoforos. There was only one constraint: the box had to fit inside a fridge. The special shape of the new box allows an entirely innovative use of the box: this was highly appreciated by the customer, who decided to print the instructions for use on the packaging. The shape of the box generates a special visual effect on the shelf which attracts consumers as it is completely new on the shelves of the wine retail trade. The slim, elegant shapes also reflect the character of the wine.

## Jury Comments:

Without doubt in the judges' minds, the key element in making this a category winner was the shelf impact it would have. Whilst different shapes of bag in box have been produced before, this is still rare and on this design the curved sides would not only give the carton an instant appeal at the point of sale, but also made the picking up and handling of the product much easier and safer. It was instantly attractive, different from competitor products and intuitive to pick up and open. An outstanding carton.





#### Official name of entry | Astucci Grappa Linea Storica

Carton producer | **SA.GE Print**  
 Brand Owner | **Distilleria Domenis Srl**  
 Structural Designer | **SA.GE Print**  
 Graphic Designer | **Domenis**  
 Cartonboard manufacturer | **Stora Enso**  
 Cartonboard grade | **Performa White 400 g**

#### Cartonboard in the focus of brand communications

Their range of high-quality grappa's has been established on the market for several years. Astucci have now decided to rejuvenate brand communications, starting with the packaging. The new styling reinforces the quality image with customers – with a refined graphic design and carton to match.



#### Official name of entry | Glenmorangie Finealta

Carton producer | **VG Angoulême of Van Genechten**  
 Packaging group  
 Brand Owner | **Glenmorangie**  
 Structural Designer | **VG Angoulême**  
 Graphic Designer | **Lewis Moberly**  
 Cartonboard manufacturer | **Outside: Arjowiggins – Inside: StoraEnso**  
 Cartonboard grade | **Outside: Curious metallic pearlescent**

#### Luxury is a matter of detail

Glenmorangie commissioned Van Genechten right at the start of development work. A number of trial print runs led to success: simple and clear graphic design with highly differentiating embossing on a carton consisting of different laminated cartonboards. This transforms Finealta to a desirable product in a rather traditional environment.



#### Official name of entry | Jacquart brut

Carton producer | **Cartondruck**  
 Brand Owner | **Champagne Jacquart**  
 Structural Designer | **Champagne Jacquart**  
 Graphic Designer | **People from Design, Paris**  
 Cartonboard manufacturer | **Gmund**  
 Cartonboard grade | **Collection Colors**

#### Strength and lightness in unity

Cartondruck were given the task of finding a 100 % cartonboard solution both to protect weighty bottles of champagne and to highlight the quality of the product. Perfume and cosmetic products were to act as role models. A true masterpiece. The carton has a light and elegant appeal despite the weight, and the market launch was a full success.

Official name of entry | Manufaktur Schokolade 80 g

Carton producer | Hammer Lübeck Faltschachtelwerk

Brand Owner | Wagner Pralinen GmbH

Structural Designer | Hammer GmbH

Graphic Designer | Michael Derpmann Atelier für visuelle Medien

Cartonboard manufacturer | Sappi

Cartonboard grade | GZ 1 Algro Design 300 g



## Feel the emotion of exceptional quality

Creating the link between emotional product presentation and a line of packaging where the high level of finish distinguishes it from other product developments: those were the specifications for the new craft-manufactured chocolate look as defined by the Wagner Pralinen GmbH and to be fulfilled by designer Michael Derpmann and the Hammer company. In line with the designer's credo: "I don't want a carton, I want emotions you can feel", the close cooperation resulted in a product where the high level of finishing created a supreme individual brand look. The product is not only highly advanced in terms of finishing, but also in terms of functionality: in which type of packaging could the wafer-thin craft-manufactured chocolates be supplied safely? This challenge was solved by using high quality stable cartonboard and the design of the packaging. The results can be admired in selected confectionery outlets and sold extremely well, so well in fact that repeat production is on the cards. It is also suitable for "private label use" with small production runs and customer-specific printing by using insert labels.

## Jury Comments:

This carton certainly stood out in the category and caught the eye of the judges mainly due to the very high quality print. Whilst the construction is relatively simple, the main print image on the front of each carton used a technique so that the consumer seemed to be looking through a magnifying glass. This really attracted the judges and they believe this will also be true for consumers at the point of sale. The use of the quality print and finishing on a plain white background enhanced the appeal of this carton.





**Official name of entry | "Thorntons" Letterboxchocs**

Carton producer | **Hammer Lübeck Faltschachtelwerk**

Brand Owner | **Letterbox Gifts Ltd.**

Structural Designer | **Hammer GmbH**

Graphic Designer | **Letterbox Gifts Ltd.**

Cartonboard manufacturer | **Iggesund**

Cartonboard grade | **Incada Silk 300 g FSC**

### **Sustainable packaging art**

Letterbox Gifts Ltd. wanted a sustainable gift packaging for confectionery which could be sent postage-optimised with personal greetings to numerous countries. A given weight, FSC-certified raw material, low-migration inks, food-compliant gloss varnish: a challenge for the manufacturer.



**Official name of entry | Lift-Box**

Carton producer | **Model PrimePac AG**

Brand Owner | **Conf. Sprüngli AG**

Structural Designer | **Model PrimePac AG**

Graphic Designer | **Model PrimePac AG**

Cartonboard manufacturer | **StoraEnso**

Cartonboard grade | **Ensocoat, Ecoboard Print, Wibaline Fine**

### **Presented on a golden tray**

The packaging concept presented by Model PrimePac was liked immediately by Confiserie Sprüngli AG: the Lift-Box is an elegant, high-quality packaging solution with a built-in surprise: upon opening, two satin ribbons lift out the gold-coloured interior box with the chocolates and "present" them on a golden tray.



**Official name of entry | Sweet Diamonds – Swiss hand made luxury**

Carton producer | **Fratelli Roda SA**

Brand Owner | **Confiserie Al Porto SA**

Structural Designer | **Confiserie Al Porto SA**

Graphic Designer | **Pius Zimmermann, D-Print AG**

Cartonboard manufacturer | **ArgoWiggins**

Cartonboard grade | **Keaykolour Embossé, FSC 300 g rayé bleue de Chine**

### **How to light up a product**

The special creation "Sweet Diamonds" quite simply demanded special packaging – ideally a classic jewellery case. Upon opening, the "Diamonds" light up and are raised to meet the eyes of the beholder. The dynamic solution offers distinguished simplicity and elegance.

Official name of entry | **UniqueSlim Slide Box**

Carton producer | **Intergrafipak B.V.**

Brand Owner | **Vemedi B.V.**

Structural Designer | **Intergrafipak B.V.**

Graphic Designer | **Vemedi B.V.**

Cartonboard manufacturer | **Iggesund Paperboard**

Cartonboard grade | **Invercote G 350 g**



## Cartons: unique on the Internet

Originally the idea for the Unique Slim product originated in the marketing department of Vemedi in early 2010. Right from the beginning, the core idea was to realise delivery by mail for a unique slimming concept, selling exclusively via the Internet ([www.uniqueslim.nl](http://www.uniqueslim.nl)) and supported by advertising campaigns to the target groups. The development of ingredients and the final product took some time, till the end of 2010. From then on, the packaging concept was developed further based on a sliding box system which contained the different blistered products and a patient information brochure. In this context, cartonboard clearly seemed to be the most appropriate packaging material due to its excellent printing properties, the cost element in view of anticipated volumes, its clean look, and the strength required for postal handling. During the first quarter of 2011 Vemedi finished the graphic design and Intergrafipak completed the design of the slide box with four cartons in slightly different sizes and the brochure. The result is an unusual way of opening packaging in this segment, and represents a unique, customer-specific association for different medications. The success of the new product starts with a positive surprise in the mail box. The product was presented successfully in May 2011 at a trade exhibition for female magazines.

## Jury Comments:

An effective use of a slide opening carton in the pharmaceutical sector which the judges felt both protected and displayed the contents effectively. Inside a cartonboard fitment allowed four separate boxes, each of which was numbered for easy identification, to be held and displayed along with the instruction booklet again in a separate compartment. The Judges felt that this carton was a perfect example of functionality allied to easy opening. They also felt that the graphic design was effective and attractive and the opening of the carton was intuitive and simple.





#### Official name of entry | APOX-System Hausapotheke

Carton producer | **MMP Schausberger, Austria**  
 Brand Owner | **APOX-System VertriebsGmbH**  
 Structural Designer | **MMP Schausberger, Austria**  
 Graphic Designer | **Peter Furtmüller, Studio Kapeller**  
 Cartonboard manufacturer | **Mead Westvaco**  
 Cartonboard grade | **Crescendo 300 g kaschiert auf B-Welle**

#### The sustainable medicine cabinet

The customer APOX-System approached MMP Schausberger with the idea of naming the individual compartments of a medicine cabinet according to individual parts of the body. Cartonboard proved to be the material of choice for the market launch of this product: it is light, can be printed individually to give different information, such as emergency numbers, instructions etc.



#### Official name of entry | Eco Save Pack

Carton producer | **August Faller KG**  
 Brand Owner | **Bosch**  
 Structural Designer | **Marco Beier/Ralph Pfister**  
 Graphic Designer | **Charis Kränzke**  
 Cartonboard manufacturer | **International Paper**  
 Cartonboard grade | **GC2 Alaska**

#### Faster, less expensive, more sustainable

Bosch developed the filling machine, Faller the perfect inlay for the carton – the result: sustainability due to cartonboard in place of plastic, a single material for the entire packaging, a considerably faster horizontal filling concept, secure fixing of the product, and easier use for the patient.



#### Official name of entry | Eine Flasche hält Stand

Carton producer | **August Faller KG**  
 Brand Owner | **Verbraucher**  
 Structural Designer | **Daniel Krüger/Stephan Hild**  
 Cartonboard manufacturer | **International Paper**  
 Cartonboard grade | **GC2 Alaska**

#### A well secured bottle

The idea by Lichtenheldt: to design a carton for a bottle with dispenser without a sealing cap, which does not leak during transport. The solution presented by August Faller: secure fixing in the carton avoiding any pressure on the dispenser. A plastic cap and manual filling become "superfluous".

Official name of entry | Grappe tascabili 20 pezzi

Carton producer | **Lucaprint S.p.A.**

Brand Owner | **Nardini Distillati**

Structural Designer | **Uff. Tecnico Lucaprint S.p.A.**

Graphic Designer | **Hangar Design Group**

Cartonboard manufacturer | **Iggesund**

Cartonboard grade | **Invercote 280 g**



## Brightness on the shelf

Lucaprint were involved soon after the first graphic designs of the agency. Together with marketing, the structural construction was reviewed to optimise the shape as well as removing those plastic components from the interior packaging which required too many adhesive bonds – in this way the number of adhesive bonds could be reduced to two. Nardini requested filling time for the product to be reduced to an absolute minimum, hence the proposal by Lucaprint to supply the presentation carton pre-fabricated, so that Nardini only needed to fill the product without removing the insert. The presentation carton communicates the brand identity of Nardini, with its established philosophy of simplicity which separates it from the competition – especially in supermarket chains. Lucaprint concentrated on the brightness of the product, together with a clear and focused presentation. Project development, from the prototype to market launch, took some time – especially finding a graphic design with optimal brightness. The first few designs had a black background with negative type! This new packaging has only been on the market for a short period, but the first sales results are very encouraging.

## Jury Comments:

This category is all about impact at the point of sale and this entry provided everything that was necessary in achieving this. The comparative simplicity of the graphic design with a great use of white co-ordinated well with the simple but clear printing and the silver tops on each of the bottles. The slope of the design would give this excellent visibility of either a counter or shelf and with a simple but effective closure it was also easy and safe to transport to the point of sale.





**Official name of entry** | **Essenza delle emozioni**

Carton producer | **Lucaprint S.p.A.**

Brand Owner | **Thun S.p.A.**

Structural Designer | **Uff. Tecnico Lucaprint S.p.A.**

Graphic Designer | **HM&C Thun**

Cartonboard manufacturer | **Storaenso**

Cartonboard grade | **CKB 255 g**

### **Brand personality in one**

The success of producing the display as one single piece ensures continuous printing tones, allowing for a perfect match, and assures brand identity at the point of sale. Interior plastic supports were replaced by cartonboard. The sales results were excellent.



**Official name of entry** | **pipilady**

Carton producer | **Alzamora Packaging**

Brand Owner | **Javier Nabau y Jose Mª Nabau**

Structural Designer | **Javier Nabau - Alzamora Packaging**

Graphic Designer | **Javier Nabau**

Cartonboard manufacturer | **Reno de Medici**

Cartonboard grade | **estucado dorso blanco numancia 220 g  
plastificado politeno brillante dorso/sobre: simcolite plus  
dorso blanco 255 g/expositor: minoprint 220 g contracolado  
microcanal dorso blanco**

### **Easy to use and completely recyclable**

The core idea originated from the client, [www.sinsentarse.com](http://www.sinsentarse.com), who also cooperated closely with manufacturer Alzamora. The product is 100 per cent new, there is nothing comparable on the market. Pipilady is completely recyclable and very user-friendly.

Official name of entry | **Cafe Colombiano**

Carton producer | **Chesapeake Branded Packaging**

Brand Owner | **Global Coffee Group**

Structural Designer | **Chesapeake Branded Packaging**

Graphic Designer | **Global Coffee Group**

Cartonboard manufacturer | **International Paper Kwidzyn**

Cartonboard grade | **Alaska 300 g**



## Perfect team play in the supply chain

The biggest challenge in designing the Café Colombiano pack was to develop an idea which could communicate the quality of the product and be as extraordinary as possible without requiring extravagant construction or unusual materials. Given these limitations, Chesapeake looked for an original combination of finishing techniques to achieve a fresh and eye-catching effect. The customer, the Global Coffee Group, showed complete trust throughout the development process. Using micro-embossing as a background, the design reminds of the textile structure typical of coffee sacks. But to give that extra effect, they decided to employ a rarely used 3D tool: 3D-embossing of the beans. From today's point of view, 3D-embossing to highlight the coffee beans seems quite natural, but numerous alternatives were discussed during development. It was only after digital simulation that the Global Coffee Group decided to go for the combination of 2D and 3D, finding both micro-embossing and the laminated carton with opaque white as well as matt and glossy varnish attractive. A challenge in production was the depth of the 3D-embossing and the perfect register of all finishes and effects as the packaging is relatively small. The packaging is proof of perfect team play between the brand owner, designers and technicians.

## Jury Comments:

Finishing techniques were the key element in making this the winner of this category. Each of the individual coffee beans on the front of the carton were embossed and picked out with foil and this allied to excellent printing gave a high quality image at the point of sale in a sector where competition is fierce. The overall colour co-ordinated well with the contents and the clever use of gold gave highlights that drew the eye to the carton and so the Jury felt this was a most successful carton.





#### Official name of entry | De Ruijter Specials

Carton producer | **Acket drukkerij kartonnage bv**  
 Brand Owner | **HJ Heinz bv**  
 Structural Designer | **Acket drukkerij kartonnage bv**  
 Graphic Designer | **Mountain design bv**  
 Cartonboard manufacturer | **Walki GmbH**  
 Cartonboard grade | **GC2; Tambrite + PE**

#### New design for relaunch

Branded goods company Heinz and packaging manufacturer Acket worked together closely on this structurally new packaging for a well-established breakfast product: the external spout is replaced by a more "elegant" integrated version, making filling and handling more cost-efficient. The packaging is relatively small, but luxurious.



#### Official name of entry | Produktfamilie Körbe und Schalen für Obst und Gemüse

Carton producer | **Karl Knauer KG**  
 Brand Owner | **Wiesenhof Pilzland Produktions GmbH**  
 Structural Designer | **Karl Knauer KG**  
 Graphic Designer | **Karl Knauer KG**  
 Cartonboard manufacturer | **Buchmann, Korsnäs**  
 Cartonboard grade | **Pirolliner, Supreme**

#### Attractive and sustainable replacement for plastic

The carrying baskets and bowls in chip basket design are an in house development of the packaging manufacturer Karl Knauer. The challenge was to add moisture protection to the inside, achieve the necessary stability and to meet the requirements for direct contact with food.

Official name of entry | Aqua Care

Carton producer | Acket drukkerij kartonnage bv

Brand Owner | ELHO

Structural Designer | Acket drukkerij kartonnage bv

Graphic Designer | HCGP, Vught

Cartonboard manufacturer | Zhonghua-Paper

Cartonboard grade | Zenith High Bulk 350 g



## Charming curves for the shelf

Aqua Care was launched in 2010 as a new product in Do-it-yourself stores and garden/horticultural supermarkets. The manufacturer, Elho, is an important and innovative manufacturer in this sector. Acket was involved in the project right from the start with packaging development. Partners were the product management at Elho, as well as the Vught-based design agency HCGP in the Netherlands. Elho was responsible for the basic idea, Acket developed the structural design, and HCGP contributed the graphic design. The starting point was to achieve maximum visibility for the product and a design which mirrors the shape of the product as well as possible. In addition there was to be sufficient space for graphic design and a maximum of communication, as well as a robust means of hanging the product in the display.

## Jury Comments:

To pack safely and effectively two products of this shape must have been a real test for a designer. It would have been simple to use a more conventional carton but with a clever design, the products are held safely whilst at the same time being well displayed so making them more attractive. The pack was also easy to open which the Judges felt was vital as so much packaging seems increasingly difficult to open. The graphics were clear and usage instructions were included making the whole pack very consumer friendly.





**Official name of entry | Exclusive Packaging Thong Sandals**

Carton producer | **Friedrich Freund GmbH**  
 Brand Owner | **Schein Orthopädie Service KG**  
 Structural Designer | **Friedrich Freund GmbH**  
 Graphic Designer | **Schein Orthopädie Service KG**  
 Cartonboard manufacturer | **Buchmann**  
 Cartonboard grade | **450 g IBIS GT2**

**Special packaging for a uniform market**

The Schein company was looking for individual packaging for its highly individual toe strap sandals. Packaging manufacturer Freund came up with the solution. The carrier bag function was to replace the need for a plastic bag, underline the environmental aspect and signals future-orientation.



**Official name of entry | Produktfamilie Messbecher für Dow AgroScience**

Carton producer | **Karl Knauer KG**  
 Brand Owner | **Dow AgroSciences S.A.S.**  
 Structural Designer | **Karl Knauer KG**  
 Graphic Designer | **Dow AgroSciences S.A.S.**  
 Cartonboard manufacturer | **Korsnäs**  
 Cartonboard grade | **Korsnäs Light**

**More flexible and sustainable than plastic**

The flexible and flat cartonboard measuring beaker designed by Karl Knauer replaces the inflexible plastic beaker and provides a number of benefits: sustainable recycling, improved energy balance, and cost savings during transport and storage as the product carton can be made smaller.

Official name of entry | Tres Jolie box Celebrations

Carton producer | **Van Genechten Biermans**

Brand Owner | **Mars Nederland BV**

Structural Designer | **Mars Nederland in collaboration with Van Genechten Biermans**

Graphic Designer | **Mars Nederland**

Cartonboard manufacturer | **International paper**

Cartonboard grade | **GC1 Arktica**



## A gift for family and friends

Mars Celebration is a sparkling selection of well-known worldwide brands. The concept was developed by Mars for seasonal, informal gifts and marketed to be enjoyed with family and friends. Every year Mars looks for a novel form of packaging with high innovative character and high-quality appeal: an eye-catching packaging for 200 g of Celebrations for the retail trade. The concept had to be new and fun, yet valuable enough to be seen as a gift. As every year, Van Genechten were also invited to a briefing in 2010 by the Mars Seasonal Packaging Team. And, as always, the Van Genechten innovation team presented a number of creative proposals to make sure that Mars would not even entertain the idea of looking at other packaging materials. The selected concept has a very distinguished shape: consumers stop automatically when they see the carton on the shelves. Mars introduced this packaging for Christmas 2010. Production was done on standard converting machines (printing, cutting and gluing) – which was only possible due to the extensive know-how of the Van Genechten gluing line operators. With the new packaging, Mars were able to persuade many consumers this season to choose Celebrations as a gift.

## Jury Comments:

Creativity and innovation and not commonplace in the volume market sector but the Jury felt that this entry truly deserved the award in this category. This type of carton with a tray and lid but with the tray being designed for sharing and display on the table, were not new but the structural design of this carton gave it an impact that the Judges had not seen before. Not only did they feel that this worked well on the table when it was in use in the home, but they also believed that the structural design allied to the high impact graphics would give it standout appeal on the shelf.





**Official name of entry | Gladiator**

Carton producer | **Van Genechten Biernans**  
 Brand Owner | **Unilever - Lipton**  
 Structural Designer | **Van Genechten Biernans**  
 Cartonboard manufacturer | **M-real**  
 Cartonboard grade | **GC2 simc**

#### Unique elegance in the world of tea

Creating a bow with an angle of 10° makes this box unique in the world of tea. The opening system is designed in the shape of the Lipton logo. The entire product range follows the same graphic design with specific colours denoting the individual flavours. The automatically filled version will not require foil wrap.



**Official name of entry | Kulinaari with DeLight Solution**

Carton producer | **Stora Enso Packaging Oy DeLight Solution**  
 Brand Owner | **Atria Suomi Oyj**  
 Structural Designer | **Noora Nylander**  
 Graphic Designer | **NN**  
 Cartonboard manufacturer | **Stora Enso**  
 Cartonboard grade | **Trayforma Performance barrier (tray) + CKB (lid)**

#### A carton for food

This solution from Stora Enso combines two decades of barrier coating development with injection moulding of cartonboard: the innovation was so promising that a decision was taken in this case to enter both as a manufacturer of cartonboard as well as a manufacturer of cartons: for example, for cut meats in sustainable, resealable cartonboard packaging.



**Official name of entry | Philips CDM TC**

Carton producer | **Van Genechten Biernans**  
 Brand Owner | **Philips**  
 Structural Designer | **Van Genechten Biernans**  
 Graphic Designer | **Philips**  
 Cartonboard manufacturer | **Weig**  
 Cartonboard grade | **GD2 Uniboard**

#### Uniformity in diversity

Philips approached Van Genechten for assistance in reducing downtimes when changing from one lamp bulb to another on the packaging line. The solution: a standardised carton with an insert reduces changeover times to a minimum – and saves costs.



# All entries in the categories:

- 1 Sustainability
- 2 Beauty & Cosmetics
- 3 Beverages
- 4 Confectionery
- 5 Pharmaceuticals
- 6 Shelf ready & display packaging
- 7 All other food
- 8 All other non food
- 9 Volume market cartons



1 SA.GE Print



1 VG Nicolaus Kempten



1 MMP Austria



2 Carl Edelmann GmbH



2 Print Park



2 Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



2 STI Group



2 STI Group



2 Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



2 Chesapeake Branded  
Packaging Stuttgart GmbH



2 Clondalkin Poland



2 Cartondruck



2 Cartondruck



2 Pusterla 1880 SPA



2 Print Park



2 Print Park



2 Print Park



2 Model PrimePac AG





2 Carl Edelmann GmbH



2 Sage Print S.p.A.



2 rlc packaging group



2 rlc packaging group



2 Carl Edelmann GmbH



2 Alzamora Packaging



2 Cartondruck



2 Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



2 MM Packaging Behrens  
GmbH & Co. KG



2 MM Polygrafoformlenie  
Packaging LLC



3 Boxmarche



3 SA.GE Print



3 VG Angoulême of Van  
Genechten Packaging



3 Cartondruck



3 VG Polska. Z.o.o. member of  
Van Genechten Packaging Group



3 Smurfit Kappa Baden  
Packaging GmbH



3 Smurfit Kappa Baden  
Packaging GmbH



3 Van Genechten  
Packaging



4 Hammer Lübeck  
Faltschachtelwerk



4 Hammer Lübeck  
Faltschachtelwerk





4 Model PrimePac AG



4 Fratelli Roda SA



4 A&R Carton GmbH



4 Van Genechten  
Biermans



4 Chesapeake Branded  
Packaging



4 AR Carton



4 Schelling AG



4 AR Carton



4 AR Carton



4 Cosack GmbH & Co.KG



4 C.P. Schmidt Verpackungs-  
Werk GmbH & Co KG



4 VG Kvadra Pak



4 A&R Carton GmbH  
Frankfurt



4 Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



4 Van Genechten  
Biermans



4 STI Petofi Nyomda Kft



4 VG Kvadra Pak



4 VG Kvadra Pak



4 VG Kvadra Pak



4 Chesapeake Branded  
Packaging Germany





④ Schelling AG



④ Offsetdruckerei  
Schwarzach GmbH



④ Model PrimePac AG



④ Van Genechten  
Biermans



④ VG Kvadra Pak



④ Chesapeake Branded  
Packaging Stuttgart



④ VG Kvadra Pak



④ Schelling AG



④ Model PrimePac AG



④ Schelling AG



④ Chesapeake Branded  
Packaging Stuttgart



④ Mayr-Melnhof Packaging  
UK Limited



⑤ Intergrafipak B.V.



⑤ MMP Schausberger,  
Austria



⑤ August Faller KG



⑤ August Faller KG



⑥ Lucaprint S.p.A.



⑥ Lucaprint S.p.A.



⑥ Alzamora Packaging



⑥ Boxmarche





7 Chesapeake Branded Packaging



7 Acket drukkerij kartonnage bv



7 Karl Knauer KG



7 Ernst Schausberger & Co. Gesellschaft m.b.H.



7 Hammer Lübeck Faltschachtelwerk



7 A&R Carton GmbH



7 Schut Hoes Cartons bv



7 STI Group



7 Smurfit Kappa Baden Packaging GmbH



7 Smurfit Kappa Baden Packaging GmbH



7 Contego Packaging



7 Alexir Packaging Ltd



7 MM Polygrafoformlenie Packaging LLC



7 VG Polska. Z.O.o. member of Van Genechten Packaging Group



7 Acket drukkerij kartonnage bv



7 Mayr-Melnhof Packaging Austria GmbH



8 MMP Schausberger, Austria



8 STI Group, Co Producer CL Rick



8 Acket drukkerij kartonnage bv



8 Friedrich Freund GmbH





8 Karl Knauer KG



8 August Faller KG



8 Limmatdruck/Zeiler



8 Schelling AG



8 Fratelli Roda SA



8 Aug. Heinrigs Druck +  
Verpackung GmbH & Co. KG



8 Siemer  
Kartonagen GmbH



8 Acket drukkerij  
kartonnage bv



8 Siemer  
Kartonagen GmbH



9 Van Genechten  
Biermans



9 Van Genechten  
Biermans



9 Stora Enso Packaging  
Oy DeLight Solution



9 Van Genechten  
Biermans



9 VG Kvadrupak, Riga



9 Limmatdruck/Zeiler

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