

# pro carton



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**PRO CARTON**

Association of European Cartonboard  
and Carton Manufacturers

More than ever, consumers look at product protection, sustainability and information options on when purchasing products with comparable functional packaging. And more than all forms of packaging, our type of packaging represents a good, sustainable future.



In the field of product protection our supply chain offers solutions which are both innovative and cost-efficient, which also minimise or completely eliminate the migration of mineral oils into foods, a topic presently under intensive discussion. Cartonboard and cartons offer ecological sustainability due to renewable resources and exemplary recycling processes like no other form of packaging. And information on contents, origin and usage can be made easier to read on cartons.

This issue of our magazine offers you a selection of the most important news from our E-mail service for reading or archiving, including many valuable trends and ideas for the daily work of designers, cartonboard and carton manufacturers, brand owners and marketing experts, as well as the retail trade and the media.

Our Newsletter is published in English, French, German, Italian and Spanish and is read by over 8,000 subscribers in 38 European countries. If you do not receive our monthly E-News, you should register now. Please use our website for registration at [www.procarton.com/News](http://www.procarton.com/News).

Enjoy the read!  
Yours,

Roland Rex, President Pro Carton

# Brands & Markets

## The Origin of Brands

Under the title "The History of Brands," Hans-Georg Böcher has undertaken in an opulently designed volume "an excursion into the history of brand packaging". He shows that the development of brands is hardly conceivable without cartons. Even today it is the most important carrier of the brand message.



## The Benefits of Green Packaging

Since 2007, the British retailer Marks & Spencer has been committed to the so-called "Plan A", a commitment to change 100 things over five years. Now, after three years, success has been so dramatic that a decision was taken to extend the plan by a further 80 goals and to become the world's most sustainable major retailer by 2015.

## Toothpastes and dialogue

For nearly two years now, all leading manufacturers of toothpaste have focused on using cartons again – not only in the premium range. They use the carton as medium for displaying image, brand and information content. Pro Carton has spoken to two of the leading brands.



Jürgen Berger, Senior Communication Manager North & West Europe of Glaxo SmithKline: "We were often asked to explain the prominent product features in more detail on the product, especially in the case of products requiring more explanation or medically positioned special dental creams. In addition it is also considerably easier to achieve visual differentiation on the shelf using cartons."

Melanie Fischer, press spokesperson at Procter & Gamble, can only agree: "Cartons have the big advantage that they can convey product communication and advertising messages."

► More at [www.procarton.com/news](http://www.procarton.com/news)





# Marketing Trends

## Beyond the brand

The second major congress of the Multi-sense Forum held on 16 November 2011 revealed a new marketing trend: brand promotion can increase its effect considerably if the brand is recognised intuitively – regardless of logo. All five senses should be incorporated into branding. One of the results: especially the tactile factors have so far been underestimated. An area where carton-board packaging can certainly score points.

## Scenario 2012

One megatrend has dominated this decade: the digitalisation of marketing communications.

At present many of the applications are still stand-alone, but they may well be linked in future. In addition to digitalisation, the other two major trends in 2012 will be: discounts and sustainability. A scenario for 2012 for the packaging industry, compiled by Pro Carton.

► More at [www.procarton.com/news](http://www.procarton.com/news)



# Studies

## Cartons as a medium: the numbers speak for themselves

A study completed in March 2012, "The effect of packaging: the role of cartons in the evaluation of media", conducted by Pointlogic International Media Consultants, confirms for the first time with actual numbers what many of us have known: cartons are not just a form of packaging, but a marketing instrument in their own right and a communications channel the as effective as TV, newspapers or the Internet.

The study, which was conducted in Germany, looks at the contribution of packaging from two aspects: on the one hand, media-relevant contacts to individual consumers have been quantified for the first time for packaging, and correlated with other communication channels. On the other hand, the potentials of packaging to achieve marketing and advertising goals have been determined and examined in depth.

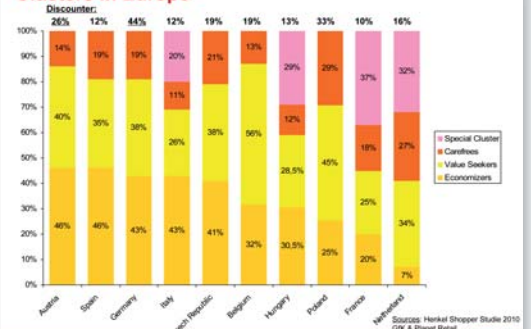
Now we have numerical proof: packaging as a advertising medium. A small revolution in media planning for all marketing and PR professionals!

The results of the study are available at [www.procarton.com](http://www.procarton.com), a summary brochure can be ordered from Pro Carton.

## What do consumers want

The manufacturers of branded goods and the retail trade have a common goal: they need to address the needs of individual consumer groups more efficiently, especially the more demanding clientele, to sell more quality products. The solution: "Collaborative Shopper Marketing".

### Clusters in Europe

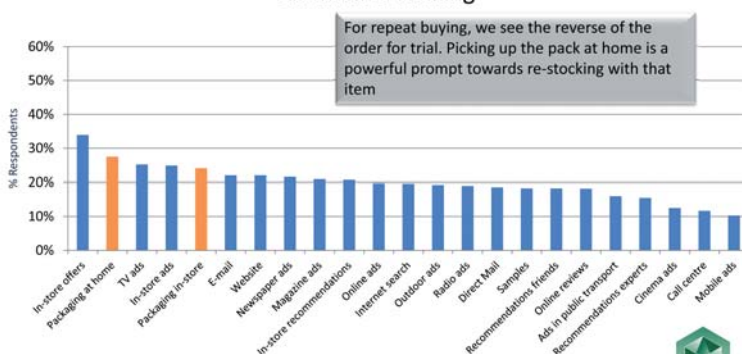


A current study conducted by Henkel in which individual shopper groups were examined in ten different European countries, with the conclusion: An essential basis for packaging design.

► More at [www.procarton.com/news](http://www.procarton.com/news)

pointlogic

### Channel strengths – Repeat buy All channel ranking



Source and copyright: Pro-carton, base all respondents



# Design/Awards

## Pro Carton/ECMA Award 2011: The summit of packaging design

Companies from 15 European countries participated in the 2011 Pro Carton/ECMA-Award. The number of packaging concepts entered was the second highest in the history of the award at 114. The winners were honoured in Spring 2012 at the Pro Carton Congress in Düsseldorf together with the finalists.

A black carton in the shape of a sporty exhaust for car tuning specialists ABT by MMP Schausberger, Austria, was voted Carton of the Year. A punched grid with hot foil stamping on fully-coloured cartonboard give the packaging that convincing charisma.



Carton of the Year at the Pro Carton/ECMA Award 2011: ABT hollow frame carton



Winner Non Food at the Pro Carton/ECMA Award 2012: Aqua Care



Winner Confectionery at the Pro Carton/ECMA Award 2012: Manufaktur Schokolade



Winner Packaging at the International Pro Carton Design Award: Pocket Aid



Winner Other Applications at the International Pro Carton Design Award: Cupholder (drink holder)

## International Pro Carton Design Award 2012

The relaunch of the International Pro Carton Design Award after a break of four years proved very successful. Close to 70 entries from eight European countries demonstrated considerable improvement and excellent, well thought out concepts. The Award is the best opportunity for young designers in Europe to attract attention and create their own profile. The next competition will take place in two years, the call for entries starts early 2013. Two winners were chosen from the six finalists.



Winner Volume Markets at the Pro Carton/ECMA Award 2012: Tres Jolie box Celebrations

## Packaging as a marketing instrument

Legal requirements, globalisation, branding, information overload. In their latest book "Packaging Marketing" Christina Vaih-Baur and Sonja Kastner clearly demonstrate that the role of packaging is increasing in importance for brand communication. For many manufacturers the fifth "P", stands for packaging, is of the same significance as the four classic "P's": Product, Promotion, Price and Place. The advantages of cartonboard: it feels good and is authentic.

## A Fan of Cartons

Born in Sweden, Lars Wallentin was for almost 40 years responsible for the development of creative design solution for strategic brands of Nestlé. "For those of you who are afraid to design good packaging – this book was made to give you the courage", he says. And, little to our surprise: he is a fan of cartonboard packaging.



One of Lars Wallentin's favourite packaging due to its unmistakable profile: Toblerone

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# Event

## The new dimension in cartonboard: International Pro Carton-Kongress

Under the title "Packaging in a digital world", the International Pro Carton Congress on the 18 and 19 April in

Düsseldorf took an in depth look at the topic of packaging and digital media – with a focus on digital codes and smartphones. Top European experts shared their experiences in a number of fields. Based on international case studies they gave examples of successful marketing combining packaging with information with advertising on the Internet. In addition to marketing topics, opportunities in the field of brand protection were also covered.

The Pro Carton Congress has certainly established itself firmly as an international information event and networking platform for packaging, marketing and design. The more that information, advertising and sales migrate to the Internet, the more radically consumers change their behaviour, the more important the role of packaging: as a key presentation of the product in the real world.

The presentation of the study "The effect of packaging: the role of cartons in the evaluation of media" by Pointlogic International Media Consultants was one the highlights.

The festive highlight was the "Award Party" on the evening of 18 April with the presentation of the 15<sup>th</sup> Pro Carton/ECMA Awards, the International Pro Carton Design Awards as well as the president's special prize.

Presentations and photos of the Congress are available for downloading on the website.

► More at [www.procarton.com/news](http://www.procarton.com/news)



# Sustainability

## A single standard for all

The international standards organisation (ISO) is presently working on the new standard ISO 14067 for the CO<sub>2</sub> footprint of products in order to quantify and publish the greenhouse gas emissions of products and services as a worldwide standard. In Vienna, Pro Carton President Roland Rex and Univ.-Prof. Dr. Wolfgang Wimmer, Technical University, Vienna, and the co-convenor of the ISO 14067 working party, Dr. Klaus Radunsky, met to discuss developments on the upcoming CO<sub>2</sub> footprint of products. Pro Carton is



Winner Sustainability at the Pro Carton/ECMA Award 2012: Illy

convinced that the new standard will help to position cartonboard even more as a sustainable material for packaging. The CO<sub>2</sub> footprint of products determines the total amount of greenhouse gas emissions which can be attributed to a product during its entire lifecycle. A final document is expected by the middle of 2012.

## Pro Carton Website new: Resource Efficiency

The European Commission has made a resource-efficient Europe a key element of its future strategy. The new website explains how the cartonboard packaging industry, which already has a good record on efficiency and improving environmental performance, is responding to this new challenge.

► [www.resource-efficiency.procarton.com](http://www.resource-efficiency.procarton.com)



## Guide to Good Manufacturing Practice for cartons packaging food

The new ECMA (European Carton Makers Association) Guide was launched 2011 and is relevant to all companies which manufacture cartons intended to come into contact with food.

It describes best practice to safeguard consumer health and safety, covering cartons used in dry, fatty and frozen food categories.

The GMP/Good Manufacturing Practice Guide was developed for companies manufacturing cartons for packaging foods, either in direct or potential contact, or which could be the source of chemical migration into foods. The guidelines will help to ensure that manufacturers of cartons will produce cartons which do not allow prohibited migration, organoleptic changes or contamination under specified and controlled conditions. The book will be presented at the end of 2011.



# Maximising our Resources

Although we are still discussing the topic of Sustainability, another environmental challenge is now taking centre stage: Resource Efficiency. What is Resource Efficiency? One definition is "the sustainable management and use of resources throughout their life cycle". And in more detail: "producing more value from materials: minerals, biomass, fuels, and from eco-systems: biodiversity, marine resources, air, water, land and soils".

How does the cartonboard packaging sector respond to this challenge? Cartonboard packaging already has a good story to tell on Sustainability. Over the past two decades, the industry has reduced its atmospheric emissions, effluent load, carbon footprint, water intake and energy use. Building on its Sustainability record, cartonboard packaging can point to many positive aspects which show that it is resource efficient.



## Renewable resource

Almost all of the wood fibre used for production of cartonboard in Europe comes from managed European forests. This resource is sustainably managed and renewable and forest owners supplying the industry can demonstrate this by applying to independent, third party, auditing bodies for an assessment of their performance. The two main certification bodies are PEFC and FSC. 99.9% of company owned and company leased forests in Europe are certified by independent certification schemes.

## Responsible use of materials

Cartonboard manufacturers use wood fibres from forest thinnings, small diameter tops of large trees and the round

sections of the trunks which are removed in the saw mills (saw mill waste).

No tropical rain forests are destroyed in order to produce cartonboard in Europe. The European cartonboard industry does not use wood from tropical rain forests, as, apart from other considerations, this wood is not technically suitable.

The cartonboard industry also uses waste as a resource, through recovering and recycling used paper and board. Manufacturers constantly work to optimise material use and thus reduce waste. For example, increasing efficiency of stock preparation through investment in modern technology has led to an increase in the recuperation of recovered fibres by several thousand tons per year, and the reduction of rejects from the production process.

## Reducing environmental footprint

Comparing the two Pro Carton Life Cycle datasets measured over the past decade, improvements are found in all environmental impact categories. Many of the improvements achieved are due to less chemicals and less fossil fuels being used and greater use of biomass to generate energy. The decrease in use of fossil resources has led to a decrease in carbon dioxide, sulphur dioxide and nitrogen oxide emissions from the industry's production processes.







### Efficient water usage

As water issues are local to the manufacturing site and carry different weights depending on location in Europe, the European paper and board industry has focused to date on water abstraction by mills. Companies are encouraged to improve efficiency of the water resources used at the mills in the production process and the water resources drawn from the ground or surface.

The trend during the past two decades has been to reduce the withdrawal of fresh water by 20% in total volume. In 2008, 94% of the water taken by the European paper industry was returned to surface water supplies.

### Efficient use of Energy

European paper and board companies, including cartonboard manufacturers, are leaders in renewable energy. Mills produce much of their electricity and most of their heat on site by means of efficient co-generation plants and increasingly, surplus electricity is supplied to the local or national grid. Installation of boilers fuelled by biomass has meant that more than half of the European

pulp and paper industry's total primary energy consumption is bio-energy and this corresponds to one fifth of the bio-energy produced in Europe.

The use of bio-energy has an enormous impact on the emissions profile of the industry. Carbon dioxide emissions from biomass are considered at least carbon neutral and according to the recent Pro Carton study, using cartons has a positive effect on the climate change issue. The use of renewable resources which are used responsibly and which benefit climate change as a substitute for fossil fuels such as coal and oil, is undoubtedly an asset for the industry and excellent example of resource efficiency.

The trend is also continuing for using less energy. From 1991-2010, the European pulp and paper industry's consumption of electricity and all primary energy fell steadily by 14%, thanks to more efficient processes and use of cogeneration.

### Preventing Food Waste

In the EU Commission's "Road map to a Resource Efficient Europe" food has been identified as a key impact area, and therefore indirectly, packaging is

involved in this debate. Packaging is however, part of the solution to this environmental problem. The European Parliament recognised this in its resolution for urgent measures to halve food waste by 2025: "the optimisation and efficient use of food packaging can play an important role in preventing food waste by reducing a product's overall environmental impact".

In Europe, 62% of folding cartons produced are used to package food. By protecting food and reducing food waste, cartons contribute to resource efficiency and more sustainable consumption. They benefit society by helping to make our modern, convenience-driven lifestyles possible.

For more information, please visit the Pro Carton Resource Efficiency and Sustainability websites at [www.procarton.com](http://www.procarton.com)

► More at [www.procarton.com/news](http://www.procarton.com/news)



Winner Sustainability at the Pro Carton/ECMA Award 2012: Illy



## Pro Carton: Sustainable packaging for a better future

Pro Carton is the European Association of Carton and Cartonboard Manufacturers with the aim of promoting cartons and cartonboard as an ecologically and economically balanced packaging medium.

Pro Carton operates throughout Europe and informs the entire packaging chain and customers about the latest developments in industry and the markets. Pro Carton also presents the "Pro Carton/ECMA Award" and commissions studies on specific topics.

Targets and aims:

- promote the use of cartonboard and cartons
- position packaging as a key marketing tool
- show cartons as the best sustainable packaging option
- become the networking platform for all supply chain partners and the preferred information source for packaging related topics
- keep the needs and solutions of our supply chain partners always in mind

The prime target groups are brand owners, retailers and designers, as well as partners in the supply chain: cartonboard producers, converters and patrons plus influencers in media and legislation.

The key messages: Cartons and cartonboard are the most sustainable packaging option, they have high creative potential and are the key at the P.O.S. – the missing link between the consumer and the product.

## Design and Marketing News

**The Pro Carton E-News are sent monthly to over 8,000 decision makers in marketing, design and packaging. Gain an overview in seconds – a simple mouse click then takes you to case studies, interviews with experts, congress reports, market studies, competition analyses and much more.**

Special benefits: you are the first to receive carefully researched news on trends and can apply these to your long-term strategies. You can only win – our readers in packaging businesses, the branded goods industry and the retail trade from 38 European countries can well confirm this.

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## The following topics are planned for E-News 2012:

Interviews with experts  
Congress reports  
Market studies  
Marketing trends  
Marketing case studies  
Sustainability  
Competitions 2012



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