

Pro Carton/ECMA Carton Award



PRO CARTON



Introduction by Roland Rex, President Pro Carton and Andreas Blaschke, President ECMA



Roland Rex, President Pro Carton



Andreas Blaschke, President ECMA

The Pro Carton ECMA Award is as popular as ever with a record number of companies participating in 2014. And at 120 entries, this was the second highest number of entries in the history of all the competitions. The quality was again excellent – so, a big thank you to all of you who entered! This year the award ceremony will be a premiere: the winners will receive their awards in festive surroundings at the first joint ECMA and Pro Carton Congress on 18th September at the Award Gala in Sorrento (Italy).

The professional work of the judges, covering all aspects of the supply chain, remains a solid foundation of the Awards: Satkar Gidda (Chairman of the jury) on behalf of design, Stan Akkermans (Mars) and Martin Luh (Nestlé) for the brands, Marco Atzberger (EHI Retail Institute) from the perspective of the retail trade and our special advisor, Peter Klein Sprockelhorst, as always, focused on the technical intricacies of the entries. We greatly appreciate their input!

The jury was delighted by the high number of excellent (and successful!) solutions. The participants had placed great value on providing coherent overall concepts for products, packaging and marketing. New approaches were apparent in terms of handling: more and more packaging is being filled in store and this needs to be addressed. Portioning and presentation of the contents are adapted to the consumer situation ("To-go", gift, tasting with friends, etc...).

Pro Carton has again provided a comprehensive PR and Marketing package with numerous European media reporting on the winners and finalists. The logo of the Award, together with photos and texts, will be available to all winners and finalists for self-marketing. The Award brochure not only contains all the important information on the successful participants, but also the "success stories", thus providing valuable background information for everyone in the supply chain. For the last two years, the award winning packaging tours across Europe and can be seen at numerous national and international events.

This all helps to promote strongly the unsurpassed benefits of cartons: these include promoting the product at the Point of Sale, in stores and on the Internet, as well as the "second moment of truth" at home. Nor should we forget their unrivalled sustainability.

We are convinced that the spectrum of ideas will be even broader next year. The call for entries will take place in February 2015, the deadline for submitting entries will now be the 21st May! Join in and support us in making cartons even more successful through our competition and to present the performance, high level of craftsmanship and innovation power of our industry to a wide public!

Roland Rex, President Pro Carton

September 2014

Andreas Blaschke, President ECMA



I am delighted to say that this year we had the second highest level of entries ever. Added to that is, that we also had some superbly high quality entries. And what the judges and I have noticed is the increasing level of attention to detail that is going into the packaging designs. The fact that the carton inners are now rightly considered as part of the design communication, that die cutting adds to the brand character and the in-hand feel for the consumer etc. All of this adds to and aids brand communication.

It is very impressive the way things are being done and the innovation that is being considered. The judges understandably found it hard to come to their conclusions, and there was a lot of heavy debate about which is the winner, which is on the short list, which one will become the most innovative. In fact, we had several candidates for Most Innovative, Carton of the Year and the category winners.

All in all it was a very difficult job. The judges were able to bring different qualities and attributes to the judging, and that was from a retail standpoint, from a manufacturing standpoint, from a consumer standpoint, from a design standpoint. I for one, definitely benefitted from their individual skills. Looking at the entries from different areas and different expertise, we were able to come to a more conclusive discussion about which designs and which packaging to take forward.

As you would expect we are looking at other ways of evolving the competition, maybe introducing another category as well, this is an ongoing debate and an ever evolving competition. Next year I hope we will have even more entries!

Satkar Gidda
July 2014

Chairman of the Jury: Comments from Satkar Gidda

www.procarton.com



The Jury

Satkar Gidda SiebertHead (Chairman of the Jury)



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 presenting the skills of SiebertHead. He also works with global clients on helping them create that all important one to one communication between the brand and the consumer.

Stan Akkermans Mars



Stan Akkermans was trained as Industrial Engineer and General Manager with focus on the packaging industry. In 2000 he joined Mars Inc. where he advanced to Graphics Manager and worked in the Innovation team as Portfolio Manager in Germany. He moved to Holland where he is now responsible for Global procurement of creative agencies such as packaging design and innovation.

Marco Atzberger EHI Retail Institute



Marco Atzberger is member of the management board at the EHI Retail Institute in Cologne, Germany. For 25 years the EHI has been researching how modern packaging systems can influence both sales and costs positively in retail. Via working groups, publications and events the EHI communicates the requirements of retail throughout the supply chain.

Martin Luh Nestlé



After his study of repro- and printing technology, Martin Luh worked in the folding carton industry before joining Nestlé in 1996. He advanced to the role of Procurement Manager for fibre based materials and is owner of the Nestlé cartonboard sourcing strategy for all European Markets. His key objectives are the development of innovation partnerships with the paperboard industry, specification performance management, responsible fibre sourcing and education programmes for employees.

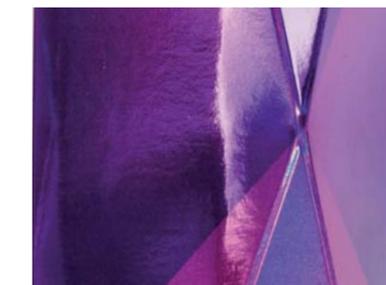
Peter Klein Sprockelhorst (Advisor to the Jury)



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 retired in 2008, but with 45 years of experience is still active as an independent consultant.

Official name of entry | Fernanda Brandao

Entrant: Carton Producer | Carl Edelmann GmbH
 Brand Owner | Cura Marketing GmbH
 Structural Designer | Carl Edelmann GmbH
 Graphic Designer | Lifestyle Distribution GmbH
 Cartonboard Manufacturer | Stora Enso



Pure dynamics

The task was as simple as it was difficult: the carton was to reflect the shape of the bottle and provide maximum focus and dynamics. The idea originated from the brand owner. The Cura marketing department presented a mock up of the bottle and requested a matching carton solution: using the same prism shape, the same corners. Angles and proportions. Even the colour was to match the colour of the bottle.

Content and packaging blend perfectly and communication of the product promise is exemplary. The detailed fit of the carton with the bottle provides optimal product protection. The special design also means flat delivery and automatic erecting and filling of the cartons.

Overall, the development took six months and the result is more than stunning. The carton has a unique design and the shape is reminiscent of an uncut amethyst. This differentiates it clearly from other packaging on the shelf and conveys the product message: unlimited power, pure dynamics and charisma all the way.

Jury Comments:

The judges were not only impressed with the superb print quality of this carton and the clever use of holographics but mainly with the asymmetric shape that had been designed. They said they had not seen such an innovative shape before and as well as being good to look at, the carton was also very pleasant to handle. This combination of shape, print and finish came together to produce an exceptional carton which they felt would have excellent stand out on the shelf in a sector that was very competitive. In summary an outstanding carton.

Official name of entry | Confiserie Reber Advent Calendar with innovative Carton-Inlay
 Entrant: Mayr-Melnhof Packaging International GmbH
 Carton Producer | Mayr-Melnhof Packaging Austria
 Brand Owner | Paul Reber GmbH
 Structural Designer | Mayr-Melnhof Packaging Austria
 Graphic Designer | Paul Reber GmbH
 Cartonboard Manufacturer | Stora Enso



Noblesse oblige

At the beginning of 2013, Reber approached Mayr-Melnhof Packaging Austria with a very challenging packaging task. The idea was to replace the styrofoam used in the positioning trays of the Reber Advent calendars with cartonboard.

The development department of MMP Austria worked on the construction design in close collaboration with Reber's technical department who added their own ideas. All the important objectives were achieved: easy handling, accurate positioning of the products by using the "Twister" coiling technique - which compensates differences in the height of products - and optimal protection of the contents.

Substituting the plastic was not the only major advance: the use of a printed tray allowed graphic design to create a combination of carton and inlay in perfect harmony. A number of finishing techniques were used in the production of the cartons and it only took six months from the first project meeting to having the new Advent calendars on the shelves.

Jury Comments:

This was the first time the judges had seen an advent calendar as clever as this. The backing in the slots where the sweets are placed used spirally cut cartonboard to hold the sweet firmly in position and then after removal of the sweet the section popped up so that the overall look of the box was not compromised. In addition, this new system for holding the sweets was made entirely of cartonboard and this had replaced the previous usage of polystyrene. As a result the judges felt that as this was now a single material product it would be much easier to recycle after use.

Official name of entry | Artelac Splash Dispenser/Display
 Entrant: Mayr-Melnhof Packaging International GmbH
 Carton Producer | Mayr-Melnhof Packaging Austria
 Brand Owner | Bausch & Lomb GmbH
 Structural Designer | Mayr-Melnhof Packaging Austria
 Graphic Designer | Bausch & Lomb GmbH
 Cartonboard Manufacturer | Iggesund Paperboard



Smart design

It all started with a few scribbles from the customer although the main objective had already been set from the beginning: the design of the packaging was to be self-closing after removal of the product to protect the contents against dust and UV light.

Originally Bausch & Lomb had assumed that the filling weight would be sufficient to enable automatic closing. Practice proved different. MMP finally solved the problem by using a smart dispenser function which made additional accessories, such as rubber bands, superfluous. The characteristic tapered form and self closing drawers make the product unique, not only in the field of pharmaceuticals.

The solution was received so well by the judges that they awarded two prizes: the special award for "Most Innovative" as well as the category "Pharmaceuticals". From the beginning of the project until the introduction to the market it took about ten months. Bausch & Lomb were successful in boosting the acceptance of the product significantly and generating increased sales. The consequence: MMP has received a repeat order.

Jury Comments:

In the judges opinion this was a cleverly designed carton. Whilst at the outset it looked simple, the designers and carton maker had worked together to ensure that the needs of the product were covered fully. On the shelf the carton would look good but the innovation, which they had not seen before in this sector, was the automatic closing system that meant that after one of the contents had been removed, the carton closed by itself. This was important as the quality of the contents could be degraded by ultra violet light and so closing the box after removing an item was essential.

Official name of entry | Pleats Please L'Élixir

Entrant: Carton Producer | CD Cartondruck GmbH
 Brand Owner | Beauté Prestige International (BPI)
 Structural Designer | Beauté Prestige International (BPI), Shiseido International France (SIF)
 Graphic Designer | Marine Crespin
 Cartonboard Manufacturer | SAPPI



Refined elegance

The first contact with the product is through the packaging: "magic" has to be created between the customer and the packaging at first sight. It is a rare experience to see packaging with such a clearly defined message and styling. The name and the signature pleats, are both the brand image of an Issey Miyake fashion line. The bottle is wrapped in a pleated bag, the top of the bottle is designed as pleats, and the packaging is not only printed showing pleats, but also embossed to give that feeling of pleats on both the product and the packaging.

This carton combines sheer elegance and sophistication, the intricate embossing attracts the eye of the consumer and the convergence of brand and design make the product irresistible. The packaging expresses both the clear, natural style of the brand as well as the luxurious elegance by combining the colours red (for joy) and white (for elegance). The finishing with multi-level embossing and a matt lacquer requires considerable experience and technical precision.

Jury Comments:

This category always produces excellent cartons and ideas and this year was no exception. Elegance and quality were the key elements in this carton along with a design that was clearly recognizable, simple yet totally effective. The brand of the product was well displayed with the trademark filigree flower image running across the front and one side of the carton. The bold red and white colours along with the matt feel, gave this carton style and sophistication. Beautifully printed and made, this carton was truly excellent.



Official name of entry | Daniela Katzenberger Glitter Cat

Entrant: Carton Producer | Carl Edelmann GmbH
 Brand Owner | RTL Interactive GmbH/99pro media GmbH
 Structural Designer | Carl Edelmann GmbH
 Graphic Designer | Wilps Design, André Wilps, Köln
 Cartonboard Manufacturer | Metsä Board



Fragrance with glamour

Glamour is the absolute key here: together, the customer and carton manufacturer looked for maximum glitter effects, special colours, special construction and liner. Carl Edelmann selected the cartonboard and the right holographic foil to complement printing and finishing. Filigree punching of the butterflies was only made possible by using special punching tools. Together with the waved surface they create a three dimensional effect and make the product a high impact eye catcher on the shelf.

Official name of entry | Valentine Giftbox – Nivea Crème, Limited Edition

Entrant: Carton Producer | Schut Hoes Cartons
 Brand Owner | Beiersdorf
 Structural Designer | Schut Hoes Cartons
 Graphic Designer | Beiersdorf
 Cartonboard Manufacturer | BillerudKorsnäs



Three for the heart!

Beiersdorf wanted a Valentine gift packaging for three small Nivea crème packs in the shape of a heart. The "Time to Market" was only three months. The heart, with three packs in one differentiates it clearly from the competition on the shelf. The new design allows printing on both sides and lends the packaging a natural "green" look and feel. The customer was extremely impressed by the originality of the packaging.

Official name of entry | Cosmetic Line Anne Geddes

Entrant: Carton Producer | Lucaprint S.p.A.
 Brand Owner | Anne Geddes distributed by Italian Cosmetics
 Structural Designer | R&D Lucaprint S.p.A.
 Graphic Designer | Joe Velluto
 Cartonboard Manufacturer | Favini



In touch with nature

The objective was to create a 100% natural packaging which fits the Anne Geddes brand and product range. The result is an elegant "green" carton, embossed and printed both inside and out. The colour, with minute "natural" specks, gives the packaging a sympathetic, ecological look. The tactile feel is also exceptional as the raw material consists of agro-industrial waste products, which gives an "organic" impression.

Official name of entry | Jim Beam Honey Promotional Packaging

Entrant: Carton Producer | STI - Gustav Stabernack GmbH, Rainer Buchholz
Brand Owner | Beam Deutschland GmbH
Structural Designer | STI - Gustav Stabernack GmbH, Thomas Jonetzko
Graphic Designer | PROOF - inhouse agency Beam Global
Cartonboard Manufacturer | Tullis Russell



Unbeatable harmony

The mild and perfectly balanced note of real honey in combination with the typically bourbon vanilla and oak flavour provides for an extravagant tasting experience. This led to Jim Beam Honey winning over a new target group in only a short space of time. More consumers were now likely to be attracted to the product with this high value gift packaging.

The characteristic shape of the honeycomb inspired the packaging design. Finishing with matt, UV spot varnish and effect varnish made the structure of the honeycomb visible and feel good for the consumer. In addition, the logo and honeycomb structure are embossed to deliver that certain tactile shopping feeling. The honeycomb structure also plays a part in the punching of the windows, allowing the exclusive product to be seen.

Colouring is in line with the honey character of the product, the warm yellow and brown shades reflect its mild taste. The finishing not only attracts awareness and thus the probability of buying, it also underlines the premium character. Matt and gloss effects guide the eye.

Next to finishing and design, windows play an important role in package design as they give insights to the "inner values" of a brand. For spirits in particular, they have been demonstrated to increase price acceptance by consumers.

Jury Comments:

This carton truly reflected its contents in that the emphasis in the design was on honey that the whiskey contained. The judges viewed this as a really good thought process in that the presence of honey in the whiskey was indicated in several ways on the carton. The image of honeycomb was printed and embossed and also cut out sections were made in the shape of a honeycomb. The bold colours of black and yellow also made the carton stand out and in a crowded market, especially at duty free outlets, the judges felt that carton would really appeal.



Official name of entry | Gondola Shopper

Entrant: Carton Producer | Lucaprint S.p.A.
Brand Owner | Orizzonti s.r.l. U.S.
Structural Designer | R&D Lucaprint S.p.A.
Graphic Designer | Queruli Bruna
Cartonboard Manufacturer | BillerudKorsnäs

Italian flair

The initial idea was to design a type of bottle packaging for the export market that could convey the "Made in Italy" message and that could be easy to carry. The packaging fits the product like a made to measure garment, enhancing it at the same time. The bottle sits perfectly in the case and small side flaps hold it by the neck. The graphics with a faithful reproduction of the Venetian gondola are symbolic of Italy in a very aesthetic manner. Hot foil finishing, glossy lamination and double sided print further add to the elegance of this pack.



Official name of entry | Johnnie Walker Gold Label Reserve

Entrant: Carton Producer | CD Cartondruck GmbH
Brand Owner | Diageo
Structural Designer | Raison Pure New York
Graphic Designer | Raison Pure New York
Cartonboard Manufacturer | BillerudKorsnäs

Luxury with style

This packaging is an elegant and premium luxury carton. A composition of rich golden hues with highly tailored lines weaving together is highlighted with varnishes and detailed embossing that shimmer with excitement. Displayed next to each other, these cartons create beautiful shelf stand out resulting in a fluid radiating pattern reminiscent of glistening water. The insert in the packaging not only offers stability and protection of the product, the golden colour in a shape of a diamond pattern also contributes to enhance its first class quality.



Official name of entry | Grappa Nonino Monovitigno® | Vigneti

Entrant: Carton Producer | Lucaprint S.p.A.
Brand Owner | Nonino Distillatori
Structural Designer | R&D Lucaprint S.p.A.
Graphic Designer | Gianfranco Casula
Cartonboard Manufacturer | Fedrigoni

Strong finish

The packaging for "Grappa Nonino Monovitigno® | Vigneti" is made of two superior types of cartonboard which are able to take the weight of the product without compromising on the perceived quality of the contents. The clear and elegant design represent the tradition and genuine nature of the product inside. Soft, subdued colours and hot foil finishing and embossing round off the design. This gives the product added value on the shelf and conveys all the passion and craftsmanship that goes into this Grappa.

Official name of entry | Multiflex

Entrant: Carton Producer | PAWI Verpackungen AG
Brand Owner | Bäckerei Kuhn
Structural Designer | Stephan Springer, PAWI Verpackungen AG
Graphic Designer | Bäckerei Kuhn/PAWI Verpackungen
Cartonboard Manufacturer | Papeterie de Mandeuire

**Jack of all trades**

The idea originated from PAWI: a sustainable and innovative solution for attractively presenting chocolate, biscuits or confectionery in separate compartments and completely dispensing with plastic. The in-house team developed a sample and spoke to bakers and chocolate manufacturers to jointly find the best solution. Then suitable cartonboard and a mechanical engineering company that could supply the appropriate packaging machinery were found.

The Multiflex insert adds special value to chocolates as the cartonboard used provides an attractive appearance due to its naturalness and simplicity. The insert cartonboard is approved for direct contact with foods and includes grease barrier properties. The chocolates can be placed directly into the inserts. The Multiflex inserts can be manufactured on an industrial scale and are pre-created. Automated packing at the customer's filling line is possible. The cartonboard insert system represents an ecologically sound alternative to existing plastic inserts.

The new system is extremely successful, the first repeat orders came more quickly than expected. Nearly all customers in Switzerland have already switched to the new solution, and launches in Germany, Belgium and France are planned. The customer given here as an example, was able to increase sales by 20 per cent by using the new system.

Jury Comments:

The judges were in full agreement that this packaging concept would work well and at the same time look good. Designed to be used in stores where consumer selected their own choice of chocolates. It was made up of different sizes and shapes of cartons and also inserts that were designed to fit the various sizes of cartons and hold the chocolates securely. The cutting complexity on the inserts appealed to the judges who noted that they worked well and were simple to insert into the cartons before the chocolates are added. An excellent concept.

**Official name of entry | Arko Treasure Chest**

Entrant: Carton Producer | Hammer GmbH
Brand Owner | Arko GmbH
Structural Designer | Hammer GmbH
Graphic Designer | brandship GmbH
Cartonboard Manufacturer | Stora Enso

Young and entertaining

The customer's requirement was to develop an entirely new product range for a new, young target group. The products were to be completely different from the existing products and create a high level of awareness. The animal motifs offer children and adolescents equally a change from the conventional role-specific images of princesses and pirates. The design was also created to appeal to adults and be suitable as a gift. The treasure chest can be reclosed and, when empty, used for other things.

**Official name of entry | Lindt Giant Carrot**

Entrant: Carton Producer | Multi Packaging Solutions
Brand Owner | Lindt UK
Structural Designer | Glen Dutton, Multi Packaging Solutions
Graphic Designer | Theresa Tweedy, Multi Packaging Solutions
Cartonboard Manufacturer | Iggesund Paperboard

The "wow" factor

The Lindt Easter Brand Manager approached Multi Packaging Solutions with the idea of a giant carrot, inspired by the "Lindt Gold Bunny & Carrots" packaging and brand recognition of the Lindt rabbit. The carton stands upright on the shelf: with cartonboard it was possible to develop a conical shape with adequate rigidity. This brand new development was very successful on the UK market and will be repeated again in 2015.

**Official name of entry | The Origin Box**

Entrant: Carton Producer | Du Caju Printing
Brand Owner | Callebaut
Structural Designer | Du Caju Printing
Graphic Designer | Berlin
Cartonboard Manufacturer | Iggesund Paperboard + G. F. Smith

Exclusive variety

"Origin" chocolate is a journey into the world of taste, the chocolate taste of cocoas from across the globe. Chocolate is very sensitive to external flavours, and therefore it was extremely important that Du Caju Printing had considerable experience in selecting suitable cartonboards. The outer box depicts the logo as well as typical images from the various destinations. Inside are ten small boxes with powerful colours and a graphic design which highlights the individuality of each type of chocolate.

Official name of entry | Artelac Splash Dispenser/Display
 Entrant: Mayr-Melnhof Packaging International GmbH
 Carton Producer | Mayr-Melnhof Packaging Austria
 Brand Owner | Bausch & Lomb GmbH
 Structural Designer | Mayr-Melnhof Packaging Austria
 Graphic Designer | Bausch & Lomb GmbH
 Cartonboard Manufacturer | Iggesund Paperboard



Official name of entry | Mepilex Patch Envelope

Entrant: AR Packaging Group
 Carton Producer | A&R Carton Oy
 Brand Owner | Mölnlycke Health Care AB
 Structural Designer | A&R Carton Oy
 Graphic Designer | Mölnlycke Health Care AB
 Cartonboard Manufacturer | Stora Enso

Premium says it all

Mölnlycke were looking for packaging for its high quality wound care products to promote sales in pharmacies - until then the product was only available in hospitals. It should be opened and closed like a book. The result is an elegant envelope solution with a eurohook for hanging at the point of sale. The same design can be used for different sizes and the product range has a convincing, clear and high quality look.



Official name of entry | Sliding tray box

Entrant: Carton Producer | Eson Pac AB
 Brand Owner | Calmino Group AB
 Structural Designer | Joachim Nilsson
 Graphic Designer | Tobias Kisker
 Cartonboard Manufacturer | Iggesund Paperboard

Where less is more

Overall, Calmino were looking for an attractive on the table packaging to lower costs and increase sales. The solution does both. Another reason in favour of this packaging was that consumers can use and close it easily. The objectives - lower costs and higher sales - were achieved. The new carton has been optimised in every way, has the perfect size, generates less waste and, in terms of logistics, offers more efficient handling and shipping.

Smart design

It all started with a few scribbles from the customer although the main objective had already been set from the beginning: the design of the packaging was to be self-closing after removal of the product to protect the contents against dust and UV light.

Originally Bausch & Lomb had assumed that the filling weight would be sufficient to enable automatic closing. Practice proved different. MMP finally solved the problem by using a smart dispenser function which made additional accessories, such as rubber bands, superfluous. The characteristic tapered form and self closing drawers make the product unique, not only in the field of pharmaceuticals.

The solution was received so well by the judges that they awarded two prizes: the special award for "Most Innovative" as well as the category "Pharmaceuticals". From the beginning of the project until the introduction to the market it took about ten months. Bausch & Lomb were successful in boosting the acceptance of the product significantly and generating increased sales. The consequence: MMP has received a repeat order.

Jury Comments:

In the judges opinion this was a cleverly designed carton. Whilst at the outset it looked simple, the designers and carton maker had worked together to ensure that the needs of the product were covered fully. On the shelf the carton would look good but the innovation, which they had not seen before in this sector, was the automatic closing system that meant that after one of the contents had been removed, the carton closed by itself. This was important as the quality of the contents could be degraded by ultra violet light and so closing the box after removing an item was essential.

Official name of entry | Peppersmith Clipstrip

Entrant: Carton Producer | The Alexir Partnership
 Brand Owner | Peppersmith
 Structural Designer | The Alexir Partnership
 Graphic Designer | B and B Studio
 Cartonboard Manufacturer | BillerudKorsnäs



Strong impulse

Peppersmith makes mints that taste good and look good. When "Boots", a retailer with over 2500 pharmacy stores, wanted to stock their products, Peppersmith had a problem. Boots wanted the products but had no shelf space available. In such an impulse led category it was vital for Peppersmith to achieve perfect placement of the products: a good display solution was essential. The use of plastic was not an option as this would not fit to the premium image of the brand.

A bespoke concept with cartonboard was able to meet the requirements: a display strip, firmly attached to the metal shelf frame and able to withstand repeated touching by consumers. A total of 12 products fitted precisely into the recesses and are secured from all sides. Precision engineering allowed filling of the displays without problems, also safe shipping, and the products could still be removed easily by the consumers. To accommodate the values of Peppersmith, Alexir exclusively used FSC certified cartonboard as well as high quality printing inks which matched the look of the cartons perfectly. Turnover was higher than for normal shelf placement.

Jury Comments:

This was a deceptively simple but very effective design for display packaging. Designed to hold small boxes of peppermints, this display can be hung up at the point of sale and consumers can then easily remove the individual cartons. It looks good, is easy to select the product and also can be filled effectively by the peppermint manufacturer. It is made in different colours to identify easily the different types of product and will be really appealing in store. All in all an excellent display that would be very consumer friendly in store.



Official name of entry | Adventskalender Thermometer

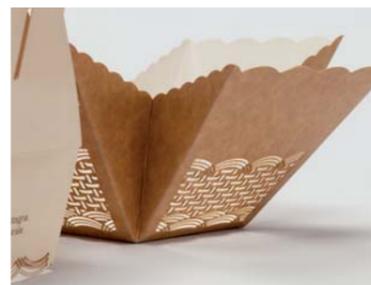
Entrant: Carton Producer | Hermann Höhing GmbH
 Brand Owner | GEHE Pharma Handel GmbH
 Structural Designer | Hermann Höhing GmbH
 Graphic Designer | GEHE Pharma Handel GmbH
 Cartonboard Manufacturer | Iggesund Paperboard

Profitable customer loyalty

GEHA Pharma wanted an Advent Calendar in the shape of a fever thermometer with an integrated promotional code system for their in-store promotion. The speciality was to individualize each of the 25 calendar windows with a code - consisting of 4 digits for each pharmacy and 5 digits for the customers. 25 print runs combined with a processing system solved this challenge. Despite the doubled curvature the carton can largely be produced automatically. The calendar does not use any plastic at all.

Official name of entry | Gelato Box

Entrant: Carton Producer | Pringraf Srl
Brand Owner | Aloha s.r.l.
Structural Designer | Pringraf
Graphic Designer | Pringraf
Cartonboard Manufacturer | Stora Enso, Cartularia



Ice cream with charm

Initially Aloha wanted a wicker basket and was of the opinion that a cartonboard solution was impossible. However, wicker baskets are expensive and Pringraf was able to convince the customer otherwise. The objective remained the same - a packaging which perfectly represents the product and remains useful right to the end: when the product is on the table and being consumed. The new packaging differs from others mainly through its look and feel. The original shape was kept and the wicker structure was created through a lasered surface. This resulted in a more ecologically sustainable and less expensive concept. The shape and decoration on both sides of the carton convey a feeling of an exclusive and natural product.

The time to market was only three months! And the customer achieved his objective: sales were increased. The new carton helped to attract consumers who were looking for a high quality product or an original present for a dinner party. Not only were the sales targets reached, market presence was also increased significantly.

Jury Comments:

The judges agreed that this was an excellent way to pack ice cream snacks. The carton was made with a matt finish using the reverse side of the cartonboard on the outside and the white top surface of the board on the inside. In addition some very clever micro cutting through which it was possible to see the contents had been achieved giving the carton an attractive look and feel. The opening and closure system was simple to use and when opened the carton spread so that the contents could be easily seen and selected. As one judge remarked "I just cannot stop playing with it - it is excellent".



Official name of entry | Angry Birds Collection

Entrant: AR Packaging Group
Carton Producer | A&R Carton Oy
Brand Owner | Fazer Confectionary and Rovio
Structural Designer | Susanna Sotka
Graphic Designer | Rovio Ltd and Fazer Oy
Cartonboard Manufacturer | Metsä Board

Ingenious structure

Fazer wanted some new packaging concepts for "Angry Birds" - something really special, and it had to be quick. Following a stroke of genius, the structural designer started with the fine tuning: more than ten different openings were discussed and discarded until they found the final solution. The construction of the base proved a challenge as the excellent design had to be implemented in a way to allow for efficient filling. The speed was amazing: the first cartons left production after little more than two months!

Official name of entry | Display case of La Fageda jams

Entrant: Carton Producer | Alzamora Packaging SA
Brand Owner | La Fageda
Structural Designer | Alzamora Packaging SA
Graphic Designer | Gelis Dissenyadors
Cartonboard Manufacturer | Mead Westvaco

Christmas special

The original idea was to create the silhouette of a Christmas tree using two symmetrically arranged triangles. Each of the two cartons can also be purchased separately. One contains sweet jams, the other one relish to accompany fish or meats. The greatest challenge during development was to get the elaborate presentation packaging, which has to perfectly present the glass container as well as protecting it, machine ready. Using environmentally friendly cartonboard, the result was a brilliant and very successful solution!

Official name of entry | eggbox Doppel-4er Alnatura/
eggbox Doppel-6er Sylter Freilandeier

Entrant: eggbox GmbH
Carton Producer | Cartonic Packaging Group GmbH&Co. KG
Brand Owner | Alnatura Produktions- und Handels GmbH/Eier Petersen e.K.
Structural Designer | eggbox GmbH
Graphic Designer | Alnatura/P.R.-Verlag Sylt
Cartonboard Manufacturer | Careo and Papierfabrik Adolf Jass

Perfect function

The structural stability of the double-4 and double-6 egg boxes gives a very high level of protection. The easy-to-open lid allows the consumer easy checking of the contents. The printable exterior offers a large area for information compared with conventional egg cartons. The eggbox attracts attention and offers extremely high brand recognition.

Official name of entry | VIVA Bottle-Hänger

Entrant: Carton Producer | Bayer Kartonagen GmbH Austria
Brand Owner | SIGG Switzerland AG
Structural Designer | Bayer Kartonagen GmbH Austria
Graphic Designer | Thank You Studio
Cartonboard Manufacturer | BillerudKorsnäs



Optimal use

The idea for this design was derived from a hand produced sample from the market. It is a simple eye-catcher with the option of using it to hang up the SIGG VIVA bottle. Easy handling and optimal machine processing distinguish this product.

The bottle hanger requires very little material. The hanging device offers an original look and adequate space for product information. The graphic design is clear and memorable and focuses on the "VIVA" product line. The folding promotional section of the bottle stopper reinforces this effect. The simple, yet effective design is adapted to the various colours of the bottles.

The bottle is secured firmly by snapping it into place. The "stopper" promotional space is simply opened by finger pressure. The one sided printed construction can be machine bonded in a single run and the packaging can be 100% recycled.

Jury Comments:

The judges were intrigued how this pack had been designed to hold and display a difficultly shaped product. Bottles are never easy to pack and at the same time be displayed well but this packaging system held the bottle securely and with the hanging tab at the top could be displayed effectively at the point of sale. The cartonboard used was sufficiently strong to hold the contents well and by using this type of system, the usage of packaging had been minimized to produce maximum effect.



Official name of entry | Steinel Cristal Refill Sticks

Entrant: Carton Producer | Cosack Printing and Packaging GmbH
Brand Owner | Steinel Vertrieb GmbH
Structural Designer | Cosack Printing and Packaging GmbH
Graphic Designer | advertising world Stuttgart
Cartonboard Manufacturer | BillerudKorsnäs

Practical presentation

This packaging combines excellent product protection and good handling for the consumer with an excellent presentation option at the point of sale. A window makes it immediately apparent what the sticks in their various shapes and colours are about. The two part packaging can be opened and closed easily by the consumer. Close collaboration between Cosack and Steinel ensured fast time to market. It gives the product a significant competitive advantage and can be recycled without problems.



Official name of entry | Gift box Heinemann

Entrant: Carton Producer | Hammer GmbH
Brand Owner | Gebrüder Heinemann
Structural Designer | Hammer GmbH/
Gebr. Frank GmbH & Co. KG
Graphic Designer | Terrahe & Co. KG
Cartonboard Manufacturer | Stora Enso

Bespoke eye catcher

This gift packaging is available in three sizes for a large variety of products: bottles, cosmetics, confectionery and many others. After purchase, the selected product is put into the carton and can immediately be used as a packed gift. To tie in with the "airport" sales location, the packaging can also be stored to save space and then be used after arrival. When erecting the packaging, the lid is created by a specially glued rosette. It is closed by simply pressing down after use.



Official name of entry | New packaging for hearing products

Entrant: Carton Producer | Eson Pac AB
Brand Owner | Comfort Audio AB
Structural Designer | Kjell Svensson
Graphic Designer | Johan Sahlin, industrial designer
Cartonboard Manufacturer | Iggesund Paperboard

Perfect craftsmanship

This entirely new packaging solution resulted from Comfort Audio's wish to replace the existing solution and to reduce the number of different packs for the 25 different products. The premium packaging was designed completely of cartonboard and consists of over 20 components and can be manufactured with conventional production technologies. The new concept replaces five old packs, is easier to use for the consumer, as well as being more efficient, compact, lighter and sustainable.

Official name of entry | eggbox 10er Hofer Goldland/Freiland
 Entrant: eggbox GmbH
 Carton Producer | Cartonic Packaging Group GmbH&Co. KG
 Brand Owner | Hofer KG, Sattledt, Austria
 Structural Designer | eggbox GmbH
 Graphic Designer | Frank Brockmann
 Cartonboard Manufacturer | Careo and Papierfabrik Adolf Jass



Perfect function

The structural stability of the 10's egg box gives a very high level of protection for the fragile contents. The easy to open lid allows the consumer easy checking of the contents and safe reclosing. The large printable outer surface allows the customer, Hofer, to provide a lot of relevant information for the end consumer on the carton (nutrition tables, quality seal, origin ID).

The carton creates awareness on the shelf and offers extremely high brand recognition. The eggbox can be nested when empty and filled automatically. It runs on all egg packing machines at high speed and high efficiency. The barcode on the base simplifies handling on scanner checkouts. In Austria, the eggbox GmbH supplies Hofer, a member of the ALDI Süd Group, exclusively with the eggbox egg packing system.

eggbox GmbH only uses energy from renewable resources from Greenpeace Energy to erect the cartons. The box is manufactured entirely from FSC certified recycled materials. This was key for Hofer to switch from conventional egg packaging to the eggbox system. This is also communicated by Hofer on the carton.

Jury Comments:

This was a totally new construction of a carton for eggs in the judge's opinion and they were confident that it offered better protection than many alternatives to a fragile product. The carton had a simple opening system and was also easy to close after some of the eggs had been removed. This type of carton can be made in several different configurations including packs for 12 eggs in which the carton is perforated in the middle so that it can easily be split into to packs of 6. The cartons can be easily nested for transport and are filled on automatic machines.



Official name of entry | Combi Pack Box

Entrant: Carton Producer | Alzamora Packaging SA
 Brand Owner | Productos Tecnológicos Catalanes, S.A
 Structural Designer | Alzamora Packaging SA
 Graphic Designer | Productos Tecnológicos Catalanes, S.A
 Cartonboard Manufacturer | Metsä Board

Convenient beauty

This packaging was designed with customers in mind and a focus on the customer benefit: a small box in an attractive pocket size including everything needed for a roll your own cigarette. The result is a revolutionary two part solution. Gentle pressure on the lower right corner dispenses a filter and cigarette paper. There were a number of reasons for using cartonboard: in particular sustainability, but also simplicity, the life cycle of the product, the costs and excellent performance. The customer reported a ten per cent increase in sales.



Official name of entry | After Eight Selection

Entrant: Multi Packaging Solutions
 Carton Producer | Multi Packaging Solutions Düren
 Brand Owner | Nestlé Deutschland AG
 Structural Designer | Multi Packaging Solutions Stuttgart GmbH, Klaus R. Viergutz
 Graphic Designer | Helium, Wiesbaden
 Cartonboard Manufacturer | Metsä Board

Attractive appearance

After Eight required an attractive solution in place of a pouch with which one could offer guests the contents for mutual pleasure. The result was a relatively simple, re-closeable carton which presents the product perfectly. It is suitable for shelves, can be glued automatically and is supplied flat. Seven colour printing on the front together with large scale intricate hot foil embossing provides an attractive appearance. The recessed, easy to grip flaps make the carton easy to open and reclose.



Official name of entry | Packaging Solution for 15 Fish Fingers

Entrant: Brand Owner | Iglo Group
 Carton Producer | GPI Bremen (formerly AR-Carton)
 Structural Designer | Walki and AR-Carton
 Graphic Designer | JKR London
 Cartonboard Manufacturer | Metsä Board and Walki

Exemplary simplicity

The core idea was to make Iglo packaging more consumer friendly. The result is the first packaging solution for fish fingers with easy handling, easy opening, easy closing, easy storage and easy disposal. This includes an integrated tear strip in the brand look. Feedback from the retail trade and consumers was very positive. The German Iglo Marketing has decided to add vegetarian and spinach fingers in the new carton design. Iglo Austria and Iglo Portugal have also already introduced the innovation.



All entries in the categories:

- 1 Beauty & Cosmetics
- 2 Beverages
- 3 Confectionery
- 4 Pharmaceuticals
- 5 Shelf Ready & Display
- 6 Food
- 7 Non-Food
- 8 Volume Market



1 Carl Edlmann GmbH



1 CD CARTONDRUCK GmbH



1 Carl Edlmann GmbH



1 Schut Hoes Cartons bv



1 Lucaprint S.p.A.



1 The Alexir Partnership



1 Manipal Technologies Ltd



1 Manipal Technologies Ltd



1 Manipal Technologies Ltd



1 Carl Edlmann GmbH



1 Carl Edlmann GmbH



1 ASG (AGI Shorewood Group)



1 Firstan Ltd



1 Karton Konzept GmbH



1 Benson Group



1 Mayr-Melnhof Packaging International GmbH



1 Carl Edlmann GmbH



1 CD CARTONDRUCK GmbH



1 CD CARTONDRUCK GmbH



2 STI - Gustav Stabernack GmbH



2 Lucaprint S.p.A.



2 CD CARTONDRUCK GmbH



2 Lucaprint S.p.A.



2 Smurfit Kappa Van Mierlo



2 Mayr-Melnhof Packaging International GmbH



2 Schut Hoes Cartons bv



2 Van Genechten Packaging



2 Boxpak Ltd



2 BOXMARCHÉ S.P.A.



2 BOXMARCHÉ S.P.A.



2 Multi Packaging Systems (Bialystok)



2 Mayr-Melnhof Karton GmbH



2 Multi Packaging Solutions



3 Mayr-Melnhof Packaging International GmbH



3 PAWI Verpackungen AG



3 Hammer GmbH



3 Chesapeake/MPS



3 Du Caju Printing



3 Offsetdruckerei Schwarzach GmbH



3 Manipal Technologies Ltd



3 MPS/Chesapeake



3 A&R Carton Kuban



3 A&R Carton Kuban



3 Mayr-Melnhof Packaging International GmbH



3 Mayr-Melnhof Packaging International GmbH



3 Van Genechten Packaging



3 Van Genechten Packaging



3 PAWI Verpackungen AG



3 Model PrimePac AG



3 Model PrimePac AG



3 Model PrimePac AG



3 Model PrimePac AG



3 Hammer GmbH



3 rlc I packaging group



3 Chesapeake/MPS



3 BOXMARCHÉ S.P.A.



3 Lucaprint S.p.A.



3 Lucaprint S.p.A.



4 Mayr-Melnhof Packaging International GmbH



4 AR PACKAGING GROUP



4 Eson Pac AB



4 Lucaprint S.p.A.



5 The Alexir Partnership



5 Hermann Höhing GmbH



5 BOXMARCHÉ S.P.A.



5 Lucaprint S.p.A.



6 Pringraf Srl



6 AR PACKAGING GROUP



6 Alzamora Packaging S.A.



6 eggbox GmbH



6 eggbox GmbH



6 Acket drukkerij kartonnage bv



6 Acket drukkerij kartonnage bv



6 AR PACKAGING GROUP



6 STI - Gustav Stabernack GmbH



6 Schut Hoes Cartons bv



6 Mayr-Melnhof Packaging International GmbH



6 Mayr-Melnhof Packaging International GmbH



6 Mayr-Melnhof Packaging International GmbH



6 Mayr-Melnhof Packaging International GmbH



6 Van Genechten Packaging



6 Graphic Packaging International



6 Remmert Dekker B.V.



6 Boxpak Ltd



6 Clondalkin Pharma & Healthcare



6 St-Luc labels&packaging



6 BOXMARCHÉ S.P.A.



6 Lucaprint S.p.A.



6 Lucaprint S.p.A.



7 Bayer Kartonagen GmbH



7 Cosack Druck und Verpackung GmbH & Co. KG



7 Hammer GmbH



7 Eson Pac AB



7 Vermijs Kartonage bv



7 Müller Kartonagen AG



7 STI - Gustav Stabernack GmbH



7 Carl Edelmann GmbH



7 Van Genechten Packaging



7 Van Genechten Packaging



7 SCHELLING AG



7 Hermann Höhing GmbH



7 Karl Knauer KG



7 ARMetallizing NV



8 eggbox GmbH



8 Alzamora Packaging S.A.



8 MPS/Chesapeake



8 Iglo Group - Frozen Fish International GmbH



8 Rondo AG



8 Graphic Packaging International



8 AR PACKAGING GROUP

7 Müller Kartonagen AG

7 STI - Gustav Stabernack GmbH

7 Carl Edelmann GmbH

7 Van Genechten Packaging



8 AR PACKAGING GROUP



8 AR PACKAGING GROUP



8 AR PACKAGING GROUP



8 AR PACKAGING GROUP



8 Graphic Packaging International



8 Seda International Packaging Group

All entries in the categories:

- 1 Beauty & Cosmetics
- 2 Beverages
- 3 Confectionery
- 4 Pharmaceuticals
- 5 Shelf Ready & Display
- 6 Food
- 7 Non-Food
- 8 Volume Market

Printed on Invercote Creato 200 g from Iggesund Paperboard **IGGESUND**
This brochure is printed with mineraloilfree inks: this contributes to clean recycling.

www.procarton.com | info@procarton.com
www.ecma.org | mail@ecma.org

All photos, text and Pdf for download in English, German,
French, Italian and Spanish on www.procarton.com

