

Pro Carton ECMA Carton Award



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



Roland Rex, President Pro Carton



Andreas Blaschke, President ECMA

Over one hundred entries of outstanding quality hallmarked this year's Pro Carton ECMA Award. The focus was on the unique sustainability of cartonboard: numerous innovative concepts dealt with the issue of how cartonboard can replace other materials in order to find more sustainable packaging solutions for the future.

The submitted carton entries were more than convincing in their holistic approach to design and marketing. The jury was particularly impressed by the new developments in structural design which open up new areas of use and market segments. More and more packaging is also devoted to interactive handling!

The exceptional quality of the entries made decisions difficult for the jury. As always, the decisions took into account all the various aspects of the Packaging Supply Chain: Satkar Gidda (chairman of the jury) – together with Susanne Lippitsch – were responsible for design and marketing, Stan Akkermans (Mars) and Wilfried Duivenvoorden (Unilever) for the brands, Lotte Krekels (Carrefour) covered the perspectives of the retail trade, and Peter Klein Sprockelhorst acted as consultant to the jury on the technical finesse of the entered concepts. Our big thank you goes to them all for their excellent input!

An extensive Pro Carton PR and marketing package will again ensure that the trade media throughout Europe and beyond will report on the prize winners and finalists. The award logo as well as photos and texts will be available to all award winners and finalists for their own marketing. This comprehensive brochure provides success stories and additional information on the award winners and finalists. The award winning packaging can be seen and experienced again at numerous national and international events across Europe.

On 10 September 2015, the awards were presented in festive surroundings as part of the ECMA Congress in Bucharest. We would like to thank all participants and hope to see you again at the next Pro Carton ECMA Award. The 2016 competition will open for entries in February, with the deadline being 26 May. Paramount is to demonstrate that packaging made of cartonboard offers the best solutions for the future.

Roland Rex, President Pro Carton

September 2015

Andreas Blaschke, President ECMA

Chairman of the Jury Comments from Satkar Gidda



This year saw an added and most welcome dimension of having 2 female judges complementing the jury. Lotte Krekels from Carrefour brought her experience of retail and Susanne Lippitsch brought her considerable structural design skills to the mix.

Having such a wide perspective, which also included 2 members from the client side, really enhanced the debate, which was further enriched due to the quality of entries. While there were slightly fewer than last year, it is fair to say that was more than made up by the quality.

Interestingly, the judges were very impressed with the overall entries within the Beauty, Pharmaceutical and Food packaging but even in the other categories the jury often expressed a 'not seen that before' comment and many of the packs simply demanded to be interacted with.

Last year, the theme seemed to be one of 'attention to detail', running through many of the shortlisted routes. This year the theme appeared to be 'engineering'. Some of the cartonboard engineering was truly amazing.

As can be seen with the winner of the 'Most Innovative' section, 'amazing' and 'wow' carton design does not need to be complex. If we can marry an excellent concept with production, distribution, retail requirements and above all, consumer requirements, then we really have something very powerful.

Satkar Gidda
July 2015



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.

Lotte Krekels Carrefour Belgium



has worked in packaging for over 15 years, the last four years as packaging manager. She is head of the packaging department at Carrefour Belgium. Her role covers the food safety and the sustainability and packaging design of Carrefour's own brand on the Belgian market.

Susanne Lippitsch SL Design



graduated from the master-class for Industrial Design at the University of Applied Arts in Vienna. She has worked as an independent packaging designer. Since 2002 she teaches packaging design in Graz and Salzburg. Her works won several prizes.

Stan Akkermans Mars



Stan Akkermans was trained as an Industrial Engineer and General Manager with focus on the packaging industry. In 2000 he joined Mars Inc. He lives in Holland where he is now responsible for Global procurement of creative agencies such as packaging design and innovation.

Wilfried Duivenvoorden Unilever



Wilfried Duivenvoorden graduated from the Erasmus University Rotterdam as a master in Business Economics and General Management. In 1999 he joined Unilever. Since 2014 he has been responsible for Unilever's procurement of finished goods for Home & Personal Care in Europe.

Peter Klein Sprockelhorst (Advisor to the Jury)



Peter Klein Sprockelhorst became managing director of Zedek Deventer Holland in 1982 (which today belongs to the Smurfit Kappa Group). He retired in 2008, but with 45 years of experience is still active as an independent consultant.

Official Name of Entry | ambuja

Entrant: Carton Producer | **Offsetdruckerei Schwarzach**
 Brand Owner | **Pour Legart**
 Structural Designer | **Herwig Bischof/b.packaging, Johannes Gautier**
 Graphic Designer | **Johannes Gautier**
 Cartonboard Manufacturer | **Iggesund**





Natural Luxury

Extremely elegant colouring scheme and perfect choreography when opening and closing: only very few packs express the value of their contents so distinctly. The focus is on aesthetics which reflect the technological advance and uniqueness of the brand. The concept's central idea is based on "organic" opening according to the principles of nature – like a fruit or blossom.

The sound effect comes as a surprise and rounds off the experience perfectly: when closing the lid, the product is covered with an audible click and is kept safe at the same time. The sound of the magnetic fastener highlights the unique feeling of holding something precious in your hands, something that is both durable and sustainable.

The natural harmony of this composition can only be realised with cartonboard. The reactions of customers with an affinity for design were extremely positive. Its uniqueness makes this carton a powerful positioning aid in this luxury segment as well as offering superior presentation options.

Jury Comments:

This is a carton that was a joy to interact with. Whilst the feel of the carton in-hand was lovely and smooth here was a carton that really impressed the judges on opening as it opened with a flip top, where the rest of the pack opened beautifully and partway down the corner to reveal the product. The ace was the audible 'click' sound that the pack made when closed and the flip top closing almost spring-like. When several senses can be engaged, including sound, then that makes for a very interesting consumer pack.

Official Name of Entry | Fazer Alku new mill products

Entrant: AR Packaging Group

Carton Producer | AR Carton Oy

Brand Owner | Fazer Mill & Mixes

Structural Designer | Kaisa Pietilä/AR Carton Oy

Graphic Designer | Dragon Rouge, SEK & Grey

Cartonboard Manufacturer | Metsä Board



Very Appetising

With a completely new solution for this product segment, this pack offers a decisive advance in terms of sustainability: no more annoying inner plastic bags which negatively affect the product's convenience as well as its value appeal. Resealability has also been beautifully solved; simply press the corner and the pack is sealed.

A number of other facets also make the contents appetising: clear, natural product images underline the quality. The elaborate design with six colours and a matt varnish create interest in the contents which are visible through a round window. The perforation in the upper part allows easy opening and closing as well as simple dispensing. The cross-wise closing flaps keep the base sealed. The new gable shape clearly distinguishes the product from the competitors' flat pack tops. The high cartonboard ratio makes the pack ideal for recycling.

Jury Comments:

Cartons don't need to be complex to offer consumer benefit. Simplicity is often one of the best qualities and this cereal pack for the brand Fazer, is just that. The judges were impressed with the consumer benefits of this carton-only pack, such as easy open/easy close, no inner bag or lining and a window on the side to show how much cereal was left. Total product communication virtually without the need for non-carton material.

Official Name of Entry | Free-range eggs García Puentes

Entrant: Carton Producer | Alzamora Packaging

Brand Owner | García Puentes

Structural Designer | Alzamora Packaging

Graphic Designer | Pampa Design

Cartonboard Manufacturer | Stora Enso



New Thinking

A classical product is re-engineered: this carton stands out at the Point of Sale through its unusual design: it is original and creative and yet combines all the advantages of a classical pack. Safety and simplicity were top of mind during design. For the customer it was love at first sight.

The completely novel silhouette and its distinct graphic design have resulted in an unprecedented presentation form for the product. The pockets of the sliding design keep five eggs safe and firmly placed in a row. The customers can check the contents through round windows. The pack offers high convenience in use, is easy to hold and carry, can be placed directly into the refrigerator and stacked perfectly. The carton can be erected mechanically without difficulties and without the use of adhesives. It is 100 per cent sustainable as it is made of cartonboard and requires a minimum of material.

Jury Comments:

'Not seen before' seemed to be a theme running through several entries and this egg pack was one of them. The judges were impressed by the thinking that went into this pack. The way the eggs were held in place by the construction, the space available for branding, the fact that the eggs could be seen without opening the pack, all leading to a premium and unique presentation of what is essentially a commodity product.

Official Name of Entry | Müller Soft Star Tissue
 Entrant: Mayr-Melnhof Packaging International
 Carton Producer | Mayr-Melnhof Packaging, C.P. Schmidt
 Brand Owner | Müller Großhandels Ltd. & Co. KG
 Structural Designer | Mayr-Melnhof Packaging, C.P. Schmidt
 Graphic Designer | Norbert Hrdliczka/Eigler & Hemann Design Agentur
 Cartonboard Manufacturer | Metsä Board



A Round Affair

The joint objective was to provide a new shape for packaging face wipes and to give consumers a positive surprise – and the challenge was met in an outstanding manner. The initial idea came from the carton manufacturer: a round cylinder which had not been seen before in this rather conservative market. This completely new appearance is an eye-catcher, both at the Point of Sale and at home.

Elaborate finishing, impressive decor and a variety of designs for different target groups give this standard product new, fresh potential. The surface is not only visually attractive, but also offers a very pleasant tactile feel. Doing away with the plastic lid commonly used in this product category, makes this carton 100 per cent sustainable.

The future of this new pack shape is secure: success with consumers speaks for itself. New editions are planned and further retailers have already expressed interest.

Jury Comments:

The Duchesse pack was considered by the judges to be highly original in shape and construction. Clearly, this would have tremendous impact on shelf and appeal to the intended female market, but when the pack was held in hand the judges were impressed by the tactile soft feel, embossing and textures that gave the pack that desirability and no doubt carry a premium price.



Official Name of Entry | HYALURON cosmetic series

Entrant: Carton Producer | **Carl Edelmann**
 Brand Owner | **Dr. Kurt Wolff**
 Structural Designer | **Carl Edelmann**
 Graphic Designer | **Philipp Seine Helden**
 Cartonboard Manufacturer | **Metsä Board**

Elegant Appearance

This group of cartons is distinguished by both eye-catching and elegant visual and tactile design. Seven offset colours and matt UV varnishing, together with elaborate finishing, including among others holographic hot foil, ensure a glamorous appearance of the entire product family. The product leaflets are cleverly integrated into the flaps and contribute to a highly focussed overall look.



Official Name of Entry | K.T.K Skincare

Entrant: Carton Producer | **Offsetdruckerei Schwarzach**
 Brand Owner | **Skinpharma Investment**
 Structural Designer | **Herwig Bischof/b.packaging**
 Graphic Designer | **Karoline Mühlburger, Silvia Keckeis, Michael Marte/kaleido**
 Cartonboard Manufacturer | **Büttenpapierfabrik Gmund, Iggesund**

Double Message

Skin is an extremely sensitive organ. A product which comes into contact with skin needs to exude naturalness and cleanliness. This carton solves this problem in an innovative and credible manner: it consists of two different types of cartonboard which convey both messages and yet form perfect harmony. The cartons are also designed to adapt to various product sizes.



Official Name of Entry | Lace Rose Box

Entrant: Carton Producer | **Pringraf**
 Brand Owner | **Finesse**
 Structural Designer | **Pringraf**
 Graphic Designer | **Pringraf**
 Cartonboard Manufacturer | **Arjowiggins**

Sohisticated Refinement

Originally, the rose cream was sold in a simple glass jar with a label, but was unable to communicate the value of its contents. The new idea stemmed from the name of the product. Laser punching creates an unbelievably fine pattern on cartonboard and rivets attention. Tactile and visual exclusivity are the result. Success was so overwhelming that the customer is now planning an entire product line of this type.

Official Name of Entry | YO Syrup Carton Sleeve
 Entrant: Mayr-Melnhof Packaging International
 Carton Producer | Mayr-Melnhof Packaging Austria
 Brand Owner | Eckes-Granini
 Structural Designer | Gerlinde Gruber
 Graphic Designer | MARK II Communications
 Cartonboard Manufacturer | Metsä Board



The Kiddy Connection

In a market of mundane products, where consumers spend little time making their selection, becoming an eye-catcher is certainly an art: a bottle was to be given a wrap-around to attract the target group – families with children. The protruding ribbon adds a playful touch and acts like a signal never seen before on a shelf of syrup products. The labyrinth game on the inside of the wrap-around is an added benefit for children.

Crucial for realising the concept was to ensure that the wrap-around for this difficult bottle shape barely slowed down production speed. The employment of a few additional temps paid off. Using relatively simple means, this resulted in an excellent sales promotion with added value in a market sector which is otherwise rarely noticed.

Jury Comments:

Normally, it is the premium drinks packs that are appealing, but this distinctive yet simple bottle wrap-around really got the judges' attention. Whilst the simplicity was a factor, it had the dual function of on-shelf distinctiveness and consumer interaction through the use of a puzzle on the inner of the carton. Perfect for the kids target market and a very well thought through structural and graphic design.



Official Name of Entry | Fancy beer mats

Entrant: Carton Producer | **Antilope Kartonnage**
 Brand Owner | **Palm Breweries**
 Structural Designer | **Sydney Graux/Antilope Kartonnage**
 Graphic Designer | **Olivier op de Beeck**
 Cartonboard Manufacturer | **Pankaboard**

New Branding

Beer mats usually have a classical, standardised shape and only differ in their graphic design. This has now changed: new cutting techniques can create virtually any profile, not only in terms of the outer edge but also of the inside. The result is completely new, attractive shapes which can effectively support the branding of your labels.



Official Name of Entry | Glenmorangie Festive Year-End-Carton

Entrant: Carton Producer | **Karl Knauer**
 Brand Owner | **Glenmorangie**
 Structural Designer | **Karl Knauer**
 Graphic Designer | **ButterflyCannon**
 Cartonboard Manufacturer | **WestRock**

Christmas with a Wow

The colour and light effects of this carton have created worldwide fascination across all cultures. This was achieved with unrivalled precision by combining 3D lens elements with print and special UV varnishes as well as 3D stamping. This look and feel, which also had to meet logistical requirements, is only possible with cartonboard. The seasonal carton was soon sold out worldwide.



Official Name of Entry | Nardini Grappa e Distillati

Entrant: Carton Producer | **Lucaprint**
 Brand Owner | **Ditta Bortolo Nardini**
 Structural Designer | **R&D dpt Lucaprint**
 Graphic Designer | **Graphic dpt Bortolo Nardini**
 Cartonboard Manufacturer | **BillerudKorsnäs**

Noble Quality

Minimalistic design characterises all the packs of this brand. The look is noble, its tactile feel virtually irresistible. The entire product range is packaged in this design, the only difference being the coloured label on the bottle, which is well visible through an opening in the pack. The bottle is presented open and without a window, yet it is stable and sturdy. The concept signals a product of highest quality.

Official Name of Entry | Kägi Classic Minis
 Entrant: AR Packaging Group
 Carton Producer | AR Carton
 Brand Owner | Kägi Söhne
 Structural Designer | Sebastian Eckert
 Graphic Designer | Brand Union Germany
 Cartonboard Manufacturer | Stora Enso



For Those Special Moments

The unusual shape of this packaging for Swiss chocolate is predestined for special occasions. Unique and eye-catching, the carton assures a grand appearance both in the shops as well as in consumers' homes.

Intuitively it is quite obvious that this is a premium product and makes the perfect gift. The premium appeal was achieved without foil finishing; the packaging is 100 per cent cartonboard and offers good sustainability.

The carton polyhedron replaces the flexible outer packaging and lends it a representative shape.

An adhesive tape reaches from the top flap over the edge to the base and ensures the integrity of the product. The small chocolate bars are easy to take out. Open, remove and close – works perfectly.

Jury Comments:

The jury considered the Kägi confectionery pack to be very distinctive for the confectionery sector. The polyhedron shape and construction was very appealing to the eye and no doubt would also be so on shelf, even when stacked, as it has several faces to carry branding. The opening and closing top face allowed easy access to the product and the box itself was perfect for after use.



Official Name of Entry | Cadbury Heroes & Roses

Entrant: Mayr-Melnhof Packaging International
 Carton Producer | Mayr-Melnhof Packaging UK
 Brand Owner | Mondelez
 Structural Designer | Tim Bourne, Jon Simms/
 Mayr-Melnhof Packaging UK
 Graphic Designer | Cadbury Heroes: SGS graphic design,
 Cadbury Roses: Design Bridge graphic design
 Cartonboard Manufacturer | Stora Enso

Tradition and Modernity

The idea was to redesign an iconic brand pack dating back to 1938 whilst retaining its most important characteristics – in combination with the exclusive use of cartonboard. At the same time, manufacturing and filling were to be made more efficient and cost-effective. The curved and tapered shape shows cartonboard in a new light as a material and is also conspicuous on the shelf.



Official Name of Entry | Gems Play Pack

Entrant: Carton Producer | Parksons Packaging
 Brand Owner | Mondelez India Foods
 Structural Designer | Parksons Packaging
 Graphic Designer | Ogilvy India
 Cartonboard Manufacturer | Outer Sleeve: JK Paper,
 Inner Packs: N R Agarwal Industries

Playful Carton

In this packaging, cartonboard replaced plastic, while the playful character of the brand and its packaging was retained. The carton becomes a toy in its own right; numerous ways of opening provide surprising access to the products. The design was optimised for automated production; erection and filling require minimum manual handling. The market response has been very positive and the first YouTube videos are already online.



Official Name of Entry | Hofbauer & Schlumberger Collection

Entrant: Mayr-Melnhof Packaging International
 Carton Producer | Mayr-Melnhof Packaging Austria
 Brand Owner | Lindt UK
 Structural Designer | Mayr-Melnhof Packaging Austria
 Graphic Designer | Lindt & Sprüngli Austria
 Cartonboard Manufacturer | Metsä Board

Delightful Combination

The unique duo-pack combines two products which perfectly complement each other. The special handbag shape of the carton conveys a charming display of practicality and delight at highest quality. The special cut-out allows ideal presentation of both products; they are secured invisibly by an integrated insert. The pack consists of a single piece of cartonboard without the use of adhesive making for corresponding sustainability.

Official Name of Entry | **Multipack for Clinical Trials**

Entrant: Carton Producer | **Rondo**
 Brand Owner | **Hoffmann La Roche**
 Structural Designer | **Ebuel Sirmats/Roche, Cemil Ertürk/Rondo**
 Graphic Designer | **Ebuel Sirmats/Roche**
 Cartonboard Manufacturer | **Metsä Board**



Inner Values

Roche employs a standard pack design for a number of clinical trials – the contents make the difference! The contained glass bottles are kept in place using an insert and the double walled design protects the bottles so well from all sides that the carton passed all the required tests. The insert is made of a single piece of cartonboard and bonded in one position only; holders made of plastic or foam are no longer required.

The approach was unusual: instead of adapting the carton to the size of bottles and vials, a single carton size was developed for the various bottles. This resulted in an optimised form which replaced 90 per cent of the previous cartons for individual bottles: a lean and safe portfolio with major advantages for both customers and manufacturers. Labels, package inserts and storage capacities are now far easier to coordinate. The effect on sustainability has also been considerable: less waste, reduced shipping costs and 100% recycling by using cartonboard as mono-material.

Jury Comments:

Protection was the key to this pack as the liquid product contained within a glass bottle was held in place by a well engineered carton structure. The judges were immediately impressed with how different bottle shapes and sizes were securely held in place, without the need for foam or other cushioning material, just by clever cartonboard engineering.



Official Name of Entry | Endocare Tensage Concentrate +

Entrant: Carton Producer | **Nekicesa Packaging**
Brand Owner | Industrial Farmacéutica Cantabria
Structural Designer | Industrial Farmacéutica Cantabria
Graphic Designer | Industrial Farmacéutica Cantabria
Cartonboard Manufacturer | Metsä Board

Holistic Perfection

The specification demanded a holistic experience for the customer: a perfect packaging both for products and for the environment. The ten ampoules for a monthly course of treatment are now held in place by cartonboard instead of a plastic tray to both save costs and achieve 100% sustainability. The inner tray is slightly angled to give a clear presentation of the ampoules as well as easy access. Pharmacies loved this box as it is easy to stack and recognise.



Official Name of Entry | teteSept

Entrant: Carton Producer | **Carl Edelmann**
Brand Owner | Merz Pharma
Structural Designer | Carl Edelmann
Graphic Designer | TeteSept
Cartonboard Manufacturer | Iggesund

Unlimited Fun for Children

All-round carefree and healthy bathing for children as a result of professional diligence and care. Silicones, paraffins, mineral oils, preservatives – none of these are used in this colourful bathing fun box, the only colours used are food colourings. Three different bath sets for children, combined with tattoos and utensils for making a frog mask, round off an ingenious overall concept aimed at the target group.



Official Name of Entry | Zeramex

Entrant: Carton Producer | **K+D**
Brand Owner | Dentalpoint
Structural Designer | Cooperation Dentalpoint and K+D
Graphic Designer | Dentalpoint
Cartonboard Manufacturer | Metsä Board

Elegant Safety

Compact, functional and elegant – that is this new carton – with a high quality tactile feel and a clear commitment to recycling. Embossing and the interplay between matt and gloss varnish provide elegant understatement. The colour-coded labels convey the necessary information and form part of its elegant design. The package insert was integrated into the outer packaging. The tamper-proof closure ensures that the products inside are undamaged and sterile.

Official Name of Entry | **Boffard Intenso**

Entrant: Carton Producer | **Alzamora Packaging**

Brand Owner | **Boffard**

Structural Designer | **Alzamora Packaging**

Graphic Designer | **La cia**

Cartonboard Manufacturer | **Comart**



Striking Elegance

The elegant packaging and its striking triangular shape attract attention to the contents, while its clear and succinct graphic design focus on soft whiteness: this type of solution can best be realised using cartonboard. The elegant understatement of this unusual and resealable packaging make it particularly noticeable in the refrigerated section. The consumer immediately recognises the product message and a semi-round window allows viewing of the contents.

The minimalistic design conveys the product's premium character, as well as signalling freshness and natural simplicity without any additives. The quality of print and finishing reflect the high value of the product. The triangular shape requires little space and is ideal for storage and shipping. From a technical point of view, the carton is also perfect: material-saving, easy to erect and easy to fill.

Jury Comments:

Whilst cheese is available in carton sleeves, none of the judges had seen a wedge of cheese contained within a carton pack quite like this and in a shape that echoed the cheese wedge. It is the intelligent way in which the carton was constructed, wrapping all around the facets of the cheese, working in harmony with the graphics, projecting a premium, upmarket product that would be very distinguishable and eye-catching on shelf.



Official Name of Entry | Apetit Ruoka

Entrant: AR Packaging Group
 Carton Producer | **AR Carton Oy**
 Brand Owner | **Apetit Pakaste Oy**
 Structural Designer | **Susanna Sotka**
 Graphic Designer | **Apetit Pakaste Oy**
 Cartonboard Manufacturer | **Stora Enso**

Life Made Easy

This carton for stock cubes is unique in terms of handling. It can be opened in a single movement using the tear-off strip marked by arrows. Automated erection and filling are also easy. The carton has proved to be an excellent and cost-effective solution. Cartonboard is an extremely safe solution for direct contact with frozen foods. The graphic design effectively conveys marketing stimuli.



Official Name of Entry | Knorr Main Course

Entrant: Mayr-Melnhof Packaging International
 Carton Producer | **Mayr-Melnhof Packaging Russia**
 Brand Owner | **Unilever Rus**
 Structural Designer | **Anna Ilyashenko/Mayr-Melnhof Packaging Russia**
 Graphic Designer | **Unilever Rus**
 Cartonboard Manufacturer | **Mayr-Melnhof Karton**

Big Impact

The graphic design is perfect and extremely appetising: the cup is visible through the window; the ingredients appear to flow across the edges. The perfect positioning at the Point of Sale is complemented by a technical masterpiece: an innovative bonding method allows fast and easy erection and filling via the base flap, making it extremely cost-effective.



Official Name of Entry | Spar Vital Knabberfrüchte

Entrant: Mayr-Melnhof Packaging International
 Carton Producer | **Mayr-Melnhof Packaging Austria**
 Brand Owner | **snaX**
 Structural Designer | **Mayr-Melnhof Packaging Austria**
 Graphic Designer | **snaX**
 Cartonboard Manufacturer | **Mayr-Melnhof Karton**

Slim and Healthy

The lightness of the product is reflected by its shape. The carton and its narrow profile with window cut-out on the front communicate: enjoy a nibble with no regrets. The top of the carton is convenient to open. The requirement for an environment-friendly pack without additional adhesive was achieved with this solution made of cartonboard. The original plastic packaging was substituted, while the shape remained the same.

Official Name of Entry | Davidoff Black GlideTec (for Armenia)

Entrant: Carton Producer | A&R Carton Graz
 Brand Owner | Imperial Tobacco Group
 Structural Designer | ITG Imperial Tobacco/GD
 Graphic Designer | PSG Peter Schmidt Group
 Cartonboard Manufacturer | Iggesund



The Art of Living

With its combination of black and gold and its tactile effects, this pack unmistakably demonstrates that we are dealing with an absolute top product. Matt and glossy varnishes as well as UV varnish and embossing were used for the sophisticated finishing of this luxury product.

Stability and high processing speeds in the filling lines are essential in cigarette packaging. However, what makes this pack stand out is its intelligent and convenient mechanism for opening and closing, which truly provides a "wow" effect. Gentle finger pressure on the window on the front opens the pack. The elegant and playful character effect turns the pack into an experience and makes it unique in a highly competitive market. A distinctive highlight, even for spoiled consumers.

Jury Comments:

The Davidoff pack was simply stunning. The graphics themselves were elegant as one would expect of a premium product but the in-hand feel with embossed window panel complemented them. However, overarching that was the 'wow' effect created when sliding the Davidoff branding panel up, to open the lid to access the cigarettes and sliding down to close the lid. Needless to say that judges could not stop playing with the pack.



Official Name of Entry | ITEM m6

Entrant: rlc | packaging group

Carton Producer | **rlc | packaging group, LEUNISMAN**

Brand Owner | **medi, ITEM m6**

Structural Designer | **rlc | packaging group, Leo Burnett**

Graphic Designer | **Leo Burnett**

Cartonboard Manufacturer | **Sappi**

The Well-Feel Factor

This individual packaging solution for the effective stocking and shapewear concept entices the senses. The packs can be opened like books and are easy to close again with a click. Softtouch varnish gives them a satin impression. The product can be used flexibly at the Point of Sale and can be presented both suspended and standing. Sales expectations were more than met.



**Official Name of Entry | Para'Kito™
Präsentationsverpackung**

Entrant: STI Group

Carton Producer | **STI Petöfi Nyomda**

Brand Owner | **Jean-Christophe Dol, Nicolas Moulin,
Olivier Partrat/Evergreen Land**

Structural Designer | **Jean-Christophe Dol, Nicolas Moulin,**

Olivier Partrat and Bastien Gauthier/Evergreen Land

Graphic Designer | **Vivi Cheng/Evergreen Land**

Cartonboard Manufacturer | **Smurfit Kappa**

Natural Look

A standardised packaging solution was developed for the continuously growing product range of insect screens: it appears natural and environment-friendly and its shape attracts attention at the Point of Sale. The design of the triangular carton reflects the natural roots of the brand. The pack can be suspended as well as placed on the shelf. It works worldwide in all markets.



**Official Name of Entry | Shower-head packaging,
Bath shower-head kit packaging**

Entrant: Carton Producer | Lucaprint

Brand Owner | **Aquae di Masidef**

Structural Designer | **R&D dept Lucaprint**

Graphic Designer | **Clab & Associati**

Cartonboard Manufacturer | **BillerudKorsnäs**

Clear Profile

Instead of the usual packaging consisting of several manually bonded parts, this packaging is made from a single piece of cartonboard, pre-glued and fitted with several supports into which the various products can be inserted. This offers considerable advantages in terms of logistics. Clear, standardised graphics immediately highlight the product range at the Point of Sale. The cartonboard mono-material allows for easy recycling.

Official Name of Entry | Hybric Tray – Auchan salads
 Entrant: Van Genechten Packaging
 Carton Producer | VG Meyzieu
 Brand Owner | Auchan
 Structural Designer | Virgin Bio Pack
 Graphic Designer | Skyflex
 Cartonboard Manufacturer | Caréo



Perfect Connection

The stiff, asymmetrical double shell made of FSC cartonboard allows reduction of the plastic content to a minimum: compared with the previous model this resulted in saving 75 per cent of the polymers. A traditional seal closes the pack. The contents are clearly visible; sauces, knives and forks can be stored in a separate compartment. The large outer surfaces offer considerable space for effective graphic design.

A challenge for the manufacturer was perfect stability of the packaging which is required during shipping, handling and unpacking. In addition, the quality of the product must also be maintained at relatively high ambient humidity.

The connection between the cartonboard and the plastic is designed in such a way that the components can be separated and disposed of easily after use. This "invitation" gives the consumer a good feeling of doing something for the environment.

Jury Comments:

For a pack selling huge numbers, this carton really appealed to the judges on several fronts. These being the strength and structure the carton provided, the dual pack construction offering consumer benefit, expansive area for branding and product communication, plastic inner can be separated from the carton and of course the fact that less plastic is needed overall.



Official Name of Entry | It's Just ... My Box of Great British Fish & Chips

Entrant: Carton Producer | **The Alexir Partnership**
 Brand Owner | **DHL**
 Structural Designer | **The Alexir Partnership, Green Gourmet**
 Graphic Designer | **British Airways**
 Cartonboard Manufacturer | **Les Papeteries de Vizille**

Erisp Classic

New packaging for an absolute classic is always fraught with risk: unusual design is generally criticised initially. In this case, this could prove difficult. The friendly appearance, recreational feeling, convenient handling and appetising presentation – including smart ventilation – of the crisp, fresh contents are all entirely convincing.



Official Name of Entry | Menu Box for Air Lines

Entrant: Retailer **Meier Verpackungen**
 Carton Producer | **Schachner Pack**
 Brand Owner | **Swiss International Air Lines**
 Structural Designer | **LSG Skychefs/First Catering Schweiz**
 Graphic Designer | **Swiss International Air Lines**
 Cartonboard Manufacturer | **Mayr-Melnhof Karton**

Compact Convenience

The convenience of this compact carton is difficult to outperform: a small cartonboard pack contains everything needed to enjoy a small meal aboard an aircraft. The lower section contains a separate drawer for cutlery, napkin, condiments and toothpick. This pack complies with all the requirements for travel packaging: it is space-saving, convenient in use and easy to dispose of. All this can only be achieved with cartonboard.



Official Name of Entry | Vario-Tray for round fruits

Entrant: Retailer **Meier Verpackungen**
 Carton Producer | **Koralpendruckerei**
 Brand Owner | **Delikatessa**
 Structural Designer | **Meier Verpackungen**
 Graphic Designer | **Delikatessen Hamburg**
 Cartonboard Manufacturer | **Smurfit Kappa**

Pure Nature

Things could not be more natural: the Vario-Tray in REWE's Green Packaging Programme consists of a single piece of cartonboard and is erected without requiring adhesive. The ease of disposal of pure cartonboard and the emotionalisation of a simple product such as apples – in combination with a large surface area for the brand message – create confidence with regard to the product's origins.



All entries in the categories:

- 1 Beauty & Cosmetics
- 2 Beverages
- 3 Confectionery
- 4 Healthcare & Pharmaceuticals
- 5 Food
- 6 Non-Food
- 7 Volume Market



1 Beauty & Cosmetics



1 Offsetdruckerei Schwarzach



1 Mayr-Melnhof Packaging International



1 Carl Edelmann



1 Offsetdruckerei Schwarzach



1 Pringraf



1 PRINTPARK OFSET



1 Karbest



1 Karbest



1 Karbest



1 Schut Packaging bv



1 A&R Carton Graz



1 Van Genechten Packaging



1 Van Genechten Packaging



1 Bayer Kartonagen



1 K+D



1 K+D



1 Carl Edelmann



1 STI Group



1 Multi Packaging Solutions East Kilbride



2 Beverages



2 Mayr-Melnhof Packaging International



2 Antilope Kartonage NV



2 Lucaprint



2 Karl Knauer



2 Smurfit Kappa Van Mierlo



2 Eson Pac



2 Van Genechten Packaging



2 Van Genechten Packaging



2 Van Genechten Packaging



2 pusterla 1880



2 STI Group



2 LGR Packaging



2 Graphic Packaging International



3 Confectionery



3 AR Packaging Group



3 Mayr-Melnhof Packaging International



3 Parksons Packaging



3 Mayr-Melnhof Packaging International



3 Du Caju Printing



3 rlc | packaging group



3 A&R Carton Graz



3 Van Genechten Packaging



3 Van Genechten Packaging



3 Van Genechten Packaging



3 Remmert Dekker B.V.



3 Springetts Brand Design Consultants



3 Carl Edelmann



3 Multi Packaging Solutions East Kilbride



3 Multi Packaging Solutions East Kilbride



3 SAICA PACK



3 Hammer



3 Graphic Packaging International



3 Hammer



3 Bruggeman & Desouter nv



4 Healthcare & Pharmaceuticals



4 Rondo



4 Nekicesa Packaging



4 Carl Edelmann



4 K+D



4 Nekicesa Packaging



4 K+D



5 Food



5 Alzamora Packaging



5 AR Packaging Group



5 Alzamora Packaging



5 AR Packaging Group



5 Mayr-Melnhof Packaging International



5 Mayr-Melnhof Packaging International



5 Firstan



5 Meier Verpackungen



5 AR Packaging Group



5 Schut Packaging bv



5 Schut Packaging bv



5 Cartonic Packaging Group



5 Microbox Packaging



5 Van Genechten Packaging



5 Mayr-Melnhof Packaging International



5 Mayr-Melnhof Packaging International



5 The Alexir Partnership



5 GPP Industrie Grafiche



6 Non-Food



6 A&R Carton Graz



6 rlc I packaging group



6 STI Group



6 Lucaprint



6 Multi Packaging Solutions Melle



6 Antilope Kartonage nv



6 Antilope Kartonage nv



6 A&R Carton Graz



6 Cartonic Packaging Group



6 PAWI Verpackungen



6 STI Group



6 Gruber Kartonagen



6 Pringraf



6 SAICA PACK



6 SAICA PACK



6 SCHELLING



6 SCHELLING



6 Model



6 Model



7 Volume Markets



7 Van Genechten Packaging



7 The Alexir Partnership



7 Meier Verpackungen



7 Meier Verpackungen



7 Mondelez International
Kent



7 Cartonic Packaging
Group



7 Van Genechten Packaging

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