



Entry | The leading European Award for cartonboard packaging



Categories

- Beverages
- Confectionery
- Beauty & Cosmetics
- Food
- Non-food
- Volume Markets
- Healthcare & Pharmaceuticals

Special Awards

- Carton of the Year
- Most Innovative
- Sustainability



PRO CARTON

Association of European Cartonboard and Carton Manufacturers



The European Carton Makers Association

Introduction



This year, the Pro Carton ECMA Award celebrates its 20th anniversary. During this period, the much acclaimed competition has become the most prestigious European prize for carton packaging.

The Award benefits everyone: the participants, in particular the finalists and award winners, are a talking point throughout Europe. The design, structure and function of the submitted entries demonstrate what is possible with the most sustainable and therefore future-oriented packaging material: cartonboard.

The avant-garde of the European packaging industry presents itself at the Pro Carton ECMA Awards. Every year, it is fascinating to experience the many fantastic ideas created within our industry. And history keeps repeating itself: carton is more!

And here's how we make your ideas and solutions known to an even wider audience:

- ◆ The Pro Carton E-News now reaches over 12,000 interested parties in the fields of the cartonboard and carton industry, of design, brand owners and the retail trade.
- ◆ The Award brochure not only documents all the pertinent data on the Best Practice examples of all winners and finalists, but also the success stories behind the creation of the best packaging.
- ◆ The award-winning packaging also tours the most important packaging events throughout Europe.
- ◆ As is customary, Pro Carton provides all participants with a number of marketing tools for their own communications.
- ◆ All the important European trade media report extensively on the competition.

All partners in the value creation chain of carton packaging are cordially invited to take part in the competition: the cartonboard and carton industry, designers, brand owners as well as the retail trade.

Make the most of this opportunity to present your best creations to a broad European public. The deadline for entries is 19 May 2016. Enter now at www.procarton.com – we look forward to your contributions!



Roland Rex, president Pro Carton



Andreas Blaschke, president ECMA

Pro Carton ECMA Award-Marketing

Marketing ideas for Pro Carton ECMA Award winners and finalists

National celebrations at events, meetings, etc. for your associations

Company events with your team and packaging supply chain partners

National/local press activities

Promote your successful carton with the Award logo

Use Award logo as link to www.procarton.com

Use Award logo for any publication material

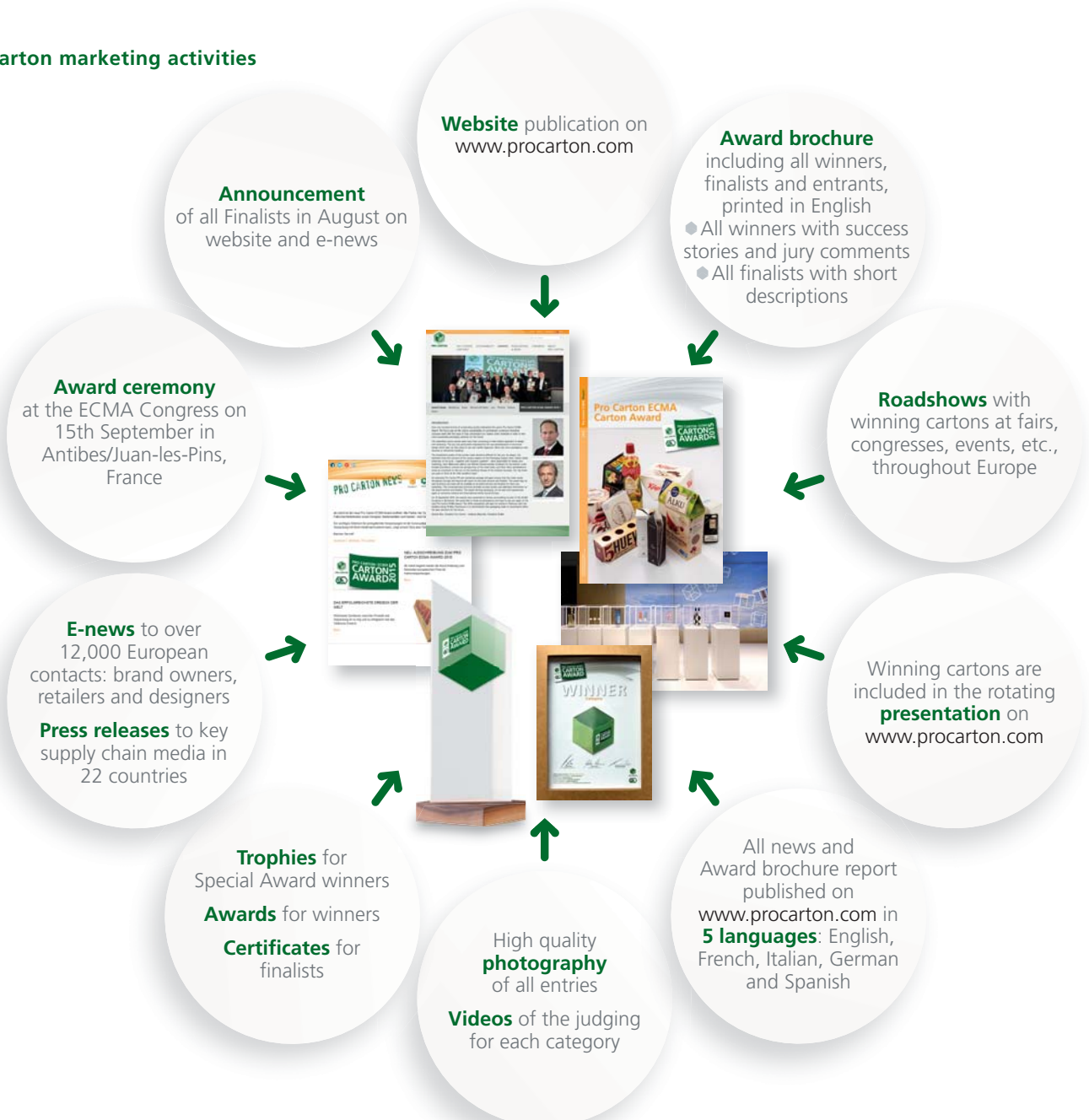
Add your successful carton with Award logo to your sales presentations

Mailing of the Award brochure to your customers, etc.

Printing and mailing of "your" page from the brochure

Winning cartons available for exhibitions at fairs, congresses, events, etc.

Pro Carton marketing activities



Entry rules and procedures



Rules for entry

- Entries must be folding cartons
- All entries must be manufactured for sale
- Entries may be submitted by anyone but all entries must have been printed and converted by an ECMA or Pro Carton member
- All entries must be manufactured on cartonboard produced by a member or overseas patron of Pro Carton
- All entries must be produced predominantly from cartonboard or cartonboard laminated to microflute (with a depth of 1mm or less)
- Rigid boxes or similar made by covering board (usually grey board) with paper or a similar material will not be accepted.
- All entries must have been produced and sold in 2014, 2015 or 2016
- Promotional cartons either for cartonmakers or cartonboard manufacturers cannot be entered
- If entries need to be returned, this will be at the cost of the entrant
- All entries should wherever possible contain the product for judging purposes. This is not essential for perishable goods
- Each entry will be judged on the merits of the carton only
- Entrants may submit unlimited entries
- The carton manufacturer's name should not appear on the carton if possible. If it does, it will be hidden from the judges
- Three samples of each entry should be submitted
- All entries should be submitted under one of the categories. Entries may be reclassified at the judges' discretion
- Categories with less than 5 entries will not be judged
- All entries will be judged for the Special Awards: Carton of the Year, Most Innovative and Sustainability
- The results will be announced at the ECMA Congress: 15th September in Antibes/Juan-les-Pins, France
- Pro Carton and ECMA reserve the right to use all entries for publicity purposes
- The entrant is fully responsible for the approval of the brand owner
- The decision of the judges will be final

Entry procedure

- Entry forms must be signed by a representative of the company making the entry
- A minimum of three samples, preferably with contents, should be submitted for judging
- If the contents are not available please replace with a dummy or a photo to give an impression of the packaging/product concept
- Entry forms should be completed as fully as possible in English or German.
- A signed copy of the entry form needs to be included with each carton entered
- The completed online entry form will be used for the judging and therefore needs to be identical with the signed entry form – no additions will be accepted
- The jury will select the Carton of the Year, the Most Innovative Design as well as one for the Sustainability Award from all submitted entries. The Sustainability Award will be awarded to the entry which best demonstrates the sustainability of cartons and cartonboard
- Award winners and finalists in the volume market category will be selected from all entries manufactured in quantities exceeding 1 million units
- Carefully pack and send entries to
Pro Carton ECMA Award 2016
Laan Copes Van Cattenburch 79
NL-2585 EW The Hague, The Netherlands
- Entry fee/s: € 100.- per entry;
- Further entries per entrant/production unit: -25%;
- Early bird entries by 7th April 2016: -10%
- The fee should be paid as per invoice received.
- Closing date 19th May 2016



ENTER ONLINE
www.procarton.com

The Jury



Satkar Gidda, SiebertHead

Satkar Gidda studied Business Studies and Marketing and is Sales & Marketing Director of SiebertHead, the longest established brand and packaging design consultancy in the UK. His primary responsibility is 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.



Lotte Krekels, Carrefour Belgium

Lotte Krekels 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 encompasses food safety, sustainability and design of the Carrefour private label packaging on the Belgian market. Carrefour Belgium is one of the main retailers in the Belgian market and is part of the Carrefour Group, the world's second largest distribution group with almost 10,000 stores.



Susanne Lippitsch, SL Design

Susanne Lippitsch graduated from the masterclass for Industrial Design at the University of Applied Arts in Vienna. During her training she studied at the masterclass for Packaging at the Escola de disseny Elisava in Barcelona. Since 2001, she has worked as an independent packaging designer. Since 2002 she has taught packaging design in Graz and Salzburg. Her work has won several prizes and her clients include many prestigious companies.



Wilfried Duivenvoorden, Unilever

After university, Wilfried Duivenvoorden immediately joined the packaging industry. After 10 years, he joined Unilever in 1999 working in a European Procurement role for rigid containers for the ice cream and frozen foods business. Since 2006 he has been working as Global Procurement Manager for folding cartons, paper cups and cartons for Unilever Foods and Home & Personal Care.



Peter Strahlendorf, „New Business“

Peter Strahlendorf started his career as a consultant and researcher at Unilever's ad agency Lintas in Hamburg. Later he worked as journalist and consultant in the markets advertising, media and marketing. After four years as Director communications & PR at the TV-Station Sat.1 he bought the German trade publication "New Business" in 1997. Since then he has been working as publisher and Editor in Chief.



Peter Klein Sprockelhorst (Advisor to the Jury)

After training 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.



Pro Carton ECMA Carton Awards 2016 – Online entry

1. Please complete and submit the online entry form on www.procarton.com and do not send it until the information fully meets your wishes – later additions will not be possible.
2. Once you have submitted the online form, please print, sign and submit to Pro Carton ECMA Award 2016, Laan Copes Van Cattenburch 79, NL-2585 EW The Hague, The Netherlands.
3. Please ensure the accuracy of all this information. It will be published in all printed and Internet media without further checking!

ENTER ONLINE
www.procarton.com

This folder is available in PDF format on www.procarton.com
 If you need any further information please contact Pro Carton or ECMA.

Pro Carton

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Please send your entries before 19th May 2016 to:
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