The Award for the best Carton Packaging of the Year

European Carton Excellence Award 2019
All photos and texts are available for download in English, German, French, Italian and Spanish.

This brochure is printed with mineral oil free inks - this contributes to clean recycling.

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INTRODUCTION

The European Carton Excellence Award is the prize for a better future: it honours the best packaging solutions made of cartonboard, by far the most sustainable material for packaging. And thus promotes a sustainable future worth living in.

But the award also represents the state of the art, helping to make outstanding ideas known throughout Europe – the best advertising for carton packaging you can hope for. This shows a clear trend: cartonboard can gradually replace other, less sustainable packaging materials in a number of areas.

Our award is not only about beauty, even if this naturally helps. It is all about the requirements that packaging has to fulfil on its journey through the entire supply chain, from resource-saving production and perfect logistics to optimum functionality on the retail shelf and for consumers.

This year we have taken yet another step forward in the development of the award. We divided two main categories into virgin fibre and recycled fibre and were thus better able to represent the diversity of cartonboard as a material. As always, there are also the Special Awards: Innovation, Save the Planet and Carton of the Year. To honour those who did not win any of the big awards, even though they deserved them, we have awarded Platinum and Gold for the first time this year. And as always, we have invited the public to vote on the best carton for the Public Award.

Europe’s ultimate award for carton packaging offers enormous advantages to participating companies, not only in terms of positive publicity, but also in terms of the motivation it generates. The Award enjoys high attention throughout Europe. In addition, there is significant marketing support – national and international press coverage, social media, e-marketing, videos, photos, public relations, website, brochures and, of course, the certificates and trophies for the winners!

As usual, the awards were presented at the glittering Award Gala of the ECMA Congress which was held in Malta this year. We would like to thank all organisers, the jury and the participants for the wonderful award and the great event!

Horst Bittermann, President Pro Carton
Jean-François Roche, President ECMA

September 2019

PS. You can find everything and more on www.procarton.com as well as the various social media platforms – Facebook, Twitter, Pinterest, Instagram and LinkedIn: Please share, like and distribute!
This is the first year of the new Pro Carton awards’ classification with separate winners for virgin fibre and recycled fibre across both Food & Drink and General Packaging. Carton of the Year, Save the Planet and Innovation Awards remain but added to these are the meritorious Platinum and Gold Awards and also a new award for Young Professional Designer of the Year.

With this reclassification one would think that judging would be much harder. The opposite was true.

The judges were able to shortlist preferred candidates and subsequently had the opportunity to discuss the various merits, pros and cons of the shortlisted entries, so that the most deserving were elevated to the prized positions.

The judges have to assess the pack from several viewpoints, such as on-shelf, in hand, functionality and above all from the consumer’s perspective. Does it work for the target market, is it appealing, does the consumer understand at the first look?

One final comment. The print quality, techniques, textures and finishes on many of the packs were incredible. Only cartonboard can achieve so much and these packs are a testament to the innovation and experimentation continually taking place in the industry.

That just leaves me to say thanks to my fellow judges and Pro Carton for collectively working hard to achieve the end results.

Satkar Gidda
July 2019
Satkar Gidda, SiebertHead
Satkar Gidda studied Business Studies and Marketing and is Sales & Marketing Director of the long established international brand and packaging design agency SiebertHead, working out of their Warsaw office. His primary responsibility is presenting the skills of SiebertHead and he 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 20 years, the last four years as packaging manager. She is head of the packaging department at Carrefour Belgium. Her role oversees the food safety, sustainability and design of the Carrefour own brand 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 retail group with over 12,000 stores.

Susanne Lippitsch, SL Design
Susanne Lippitsch graduated in Industrial Design from the University of Applied Arts in Vienna. During her training she completed the Masterclass for Packaging at the Escola de Disseny Elisava in Barcelona. Since 2001, she has worked as an independent packaging designer and has taught packaging design in Graz and Salzburg for over 15 years. Her work has won several prizes and her clients include many prestigious companies.

Courtney Judkins, General Mills
Since 2017, Courtney Judkins has been the Global Senior Manager of Fiber Packaging at General Mills, Inc., based in Nyon (Switzerland). She has worked for General Mills since 2007, spending part of her career in manufacturing before moving into sourcing as a flexibles packaging buyer. She previously had a one-year assignment supporting the General Mills business in Brazil before becoming the North American folding carton category manager in 2015. She holds a Bachelor’s degree in Industrial Engineering from the University of Illinois Urbana-Champaign.

Dr Janet Shipton, Packknack
Packknack is a network of talented consultants led by Dr Shipton. She heads their work on research, design innovation and packaging development. Prior to setting up her agency, Janet was Global Section Manager for chocolate packaging development at Mondelez International. Previously, Janet spent five years as Divisional Design and Development Director at Chesapeake Branded Packaging (now MPS WestRock) having been Creative Director at Design Futures, part of Sheffield Hallam University.
Official Name of Entry | Gabrini In Love EDT
Entrant | Printpark

Carton Manufacturer | Printpark
Brand Owner | Kadioglu Cosmetics
Structural Designer | Printpark
Graphic Designer | Printpark
Cartonboard Manufacturer | Metsä Board

“Jury Comments”
The pack construction itself is interesting, with its triangular facets, but it is the application of the ‘jewels’ on the sides that creates impact and in-hand texture. Inside the pack there is a showy metallic holographic finish. But the winning point is that the product, pack inner and pack outer work together for the target market – young women who like some ‘bling’.

Bright Like a Diamond
This carton shines bright like a diamond and immediately attracts the consumer as crystal rhinestones on a carton are very rare. Applying decorative diamonte on a carton poses a big challenge and requires special skills.

The distinctive structural design gives the packaging a diamond shape and harmonises perfectly with the crystal rhinestone application. Up to now, diamonte applications were mostly made on tin boxes, whereas here cardboard is being used instead. Metallic print with partial textured varnish finishing and an embossed silver hot-foil printed logo enhance the effect at the point of sale.
There were two compelling packs for the award and the jury decided that one award would be given for most innovative material and the other for most innovative piece of packaging.

“Most Innovative Material

This could be a real game changer as the pack is made of a bio-coated cartonboard which also has a lovely soft touch feel, not often seen in the ice cream category. It is compostable due to the materials used.

Carefree Ice Cream Pleasure

This premium sundae pack is made of bio-coated cartonboard with a soft touch finish, and not only impresses with its design but is also compostable according to EN 13412 due to the bio-coated materials used.

Not only is the sundae cup made from bio-coated cartonboard, but so are the lid and the paper seal. Thus this environmentally-friendly pack is just as exclusive as the special ice cream recipe which features vanilla from oak barrels. Consumers can enjoy this special treat with a clear conscience.
**WINNER INNOVATION**

**Carton Manufacturer |** Alzamora Carton Packaging  
**Brand Owner |** Estrella Damm  
**Structural Designer |** Alzamora Packaging  
**Graphic Designer |** Alzamora Packaging  
**Cartonboard Manufacturer |** BillerudKorsnäs

**Official Name of Entry |** LatCub®  
**Entrant |** Alzamora Carton Packaging

**Canned Revolution**

LatCub® revolutionises the multi-pack drinks market, replacing plastic rings used for many years with a cartonboard product. This solution could help eliminate 89 million plastic rings, that is the equivalent of 260 tons of plastic, and this is only for one client, Estrella Damm.

Structurally, it is formed by a layer of cartonboard that holds the cans at the top thanks to the anchors that ensure their support. The cardboard has two finger holes to transport the pack easily. In contrast to the current plastic rings, LatCub® provides an opportunity to enhance the brand image by printing onto the cartonboard.

The can fillers only have to replace their current plastic ring filling machine with this new, more sustainable system. The rest of the elements that are involved in processing and handling, such as palletising, do not have to be modified.

**Most Innovative Packaging**

This construction for an aluminium can six pack, replacing plastic, is so innovative and effective. A simple carton construction of minimal material allowing the consumer to carry 6 heavy cans of liquid. If you want to, you can take a can out and put it back in effectively without compromise.
Sustainable Fun

The solution to replace plastic balloon holders is BalloonGrip™, an eco-friendly balloon holder made from engineered paper fibreboard, which is suitable for recycling (EN13430) and energy recovery (EN13431). Made entirely from cartonboard, BalloonGrip™ is ingenious, effective, recyclable and bio-degradable.

The VGP design & development team supported B-Loony in fine-tuning the concept and selecting the appropriate cartonboard grades.

The material needs to be strong in order to avoid bending when used by children, as well as being tear resistant. That is why two layers of cartonboard are laminated together and combined with special debossing to reinforce the holder.

A further advantage over traditional plastic sticks is that the BalloonGrip™ itself can be custom printed for sales promotions with brand logos, marketing messages or even for competitions.

Jury Comments

We love simple, yet innovative, ideas to replace plastic and this clever and fun construction is created to tie a balloon in such a way that the air does not leak out, the balloon is held securely and it replaces the current plastic stick with cartonboard which can be used for branding and promotion.
Practical Beauty

The contents of the pack are applicators for the regenerative treatment of initial tooth defects – without drills and plastics. The pack has been designed to package these elements innovatively and allow them to be removed easily. The hexagonal construction gives this packaging an eye-catching shape and, viewed from above, resembles a tooth.

The flap enables simplified filling of the applicators and easy removal. The double-sided wall serves to stabilise the elaborately designed pack. The sleeves, made from cartonboard, were chosen for easier handling and are printed on the inside eliminating the need for additional leaflets.

To increase convenience, the pack was designed so that the dentist can simply remove the applicator from above. For stability of the pack on the table after opening, “feet” were punched out.

Jury Comments

This is a fascinating hexagonal pack for dental products that holds each of the different elements for dental treatment securely internally, while the individual panels of the carton lock into each other to form a strong, distinctive and robust pack.
Precise Dosage

This dispenser, made of recycled cartonboard, replaces the usual plastic and thus fully meets the ecological requirements of the product as well as the spirit of the times. The brand message is transported from the POS to the washing machine by a logo that is present on all sides. Ecologically harmless printing inks were used for double-sided printing.

The dosing scale printed on the inside ensures exact dispensing, thus avoiding unnecessary waste. When the box is filled with detergent, the space-saving dispenser is simply added.

Handling is simple and this substitute for bulky plastic dispensers saves both storage space and transport costs. The detergent dispenser can be transformed in a single action from its flat, logistically ideal and practical state into a three-dimensional shape with cartonboard grip.

Jury Comments

This laundry detergent pack is not only eco-friendly but logistics also benefit as the pack is initially transported flat. It doesn’t stop there as the clever part is in the box, a cartonboard measuring detergent dispenser.
Bonne Maman is diversifying its on-the-go fruit desserts with the help of this new range. The pot topper feature, with its built-in spoon, encourages healthy snacking in a world which is demanding better-for-you but fast and convenient consumption options. The pack also delivers stand-out shelf appeal with its unique design and high-quality graphics and varnishes.

It is printed in six colours, as well as two varnishes and provides excellent branding for the Bonne Maman range. Both the pot topper and the glass jar are 100% recyclable after consumption.

**Jury Comments**

Simple, effective and so strong on the shelf. This carton construction sits firmly on the lid of the compote jar carrying the brand information – no label is needed on the jar. The carton lifts off, the cover to the jar is removed and all 3 elements can be recycled easily.

**Top Recycling**

Bonne Maman is diversifying its on-the-go fruit desserts with the help of this new range. The pot topper feature, with its built-in spoon, encourages healthy snacking in a world which is demanding better-for-you but fast and convenient consumption options. The pack also delivers stand-out shelf appeal with its unique design and high-quality graphics and varnishes.
**Official Name of Entry | Tuna Pack – 3 x 80 g cluster pack**

**Entrant | Graphicsleader Packaging**

**Carton Manufacturer | Graphicsleader Packaging**

**Brand Owner | Jealsa**

**Structural Designer | Graphicsleader Packaging**

**Cartonboard Manufacturer | Mayr-Melnhof Karton**

"**Jury Comments**

This is quite an astonishing pack. On the face of it, there is nothing very new, but little crease placements at certain points in the carton added extra strength so that considerably less cartonboard was needed."

**Strong Creases**

This pack is the result of research on crease strength with several cartonboards, fibre direction and crease patterns to achieve the same functionality with lower grammage. Once the pack is glued, the cluster works as a single brick, and the metal cans support the weight of the remaining layers on the pallet.

The only visible difference to the usual packaging is made by some small creases which in the end lead to less cartonboard being used without changing functionality.

The pack works the same way and on the same production line without adjustments, but with lower grammage. Tests made on several cartonboards show that the effect may be even more beneficial on virgin boards, but the pattern and structure of the box has to be evaluated on a case by case basis. It does not just depend on the cartonboard material and grammage, but also on the pack design as well as machine guides and suction pick points.
One for All

Four packs for more than a hundred products – a successful example of late-stage customisation. An innovative all-round solution was designed to harmonise various packaging designs and reduce logistics costs: four pack sizes are produced and refined in a master design, followed by individualisation by label. All of them come with a high-quality magnetic closure.

Design Sells

The high quality of the Hemply Balance products needed to be evident from the packaging as they are largely sold through webshops. Landing in the customer’s mailbox, the packaging is a very important part of the shopping experience. The packaging is also intended to be used for storage and transport protection. Therefore, it is made in a high strength cartonboard and designed with both an inner and outer carton to give extra durable protection.
Natural Elegance

This box contains 100% natural cosmetic products to be used for skin care for cancer patients. Elegance and sustainability were the key elements in this pack, along with a design that was clearly simple but totally effective. In order to reflect the natural feeling, it is printed on uncoated material with a minimal design. Instead of plastic, the pack has cartonboard inlays that make the product visible and help the consumer to keep the cosmetic set together.

Well-dosed Charm

This box is actually a generic premium box for the entire range. It can be used for all the different types of champagne in the Cuvée Collection. Adding a small extra bottom element which easily locks on to the folding carton makes the packaging specific to the contents. This allows the cartons to be produced in a bigger run, avoiding extra tooling and set-up costs and waste. A combination of soft touch varnish with glossy elements and micro structures creates a high level of touch and feel.
Visible Fun

This beer gift pack has a high fun factor. The unusual artwork in combination with the attractive construction design ensures product stand out. The glass needs to be protected whilst the white logo on the glass still has to be clearly visible. This is achieved by extending the inside into the glass as well as by printing the interior, which highlights the brand logo. The result is an eye-catching yet compact gift pack.

Curved Pleasure

In a retail store, product and brand differentiation is crucial. According to some studies, curved shaped objects are often perceived as more attractive than objects with sharp angles. The Havana Club promotion pack is an exclusive design that required a rigid packaging material that could also be curved, which is achieved using Arcwise® patented technology. This pack also features a jar of honey to make your own rum cocktails. The bottle is clearly visible on the shelf as the entire side is curved and open.
Seductive Fruit

With the increasing demand for the reduction of plastics, agricultural producers require packaging solutions that are not only ecological, but also attractive. The “fresh pack” tray is visually appealing without losing protection and transport properties. The solution has completely replaced a plastic tray. The innovation in this model is the adjustment of the lid, which allows opening and closing with a perfect fit.

Healthy and Safe

The specification was a re-sealable, secure blister pack in a handy size that could accommodate an instruction leaflet. The drops, made of pure Manuka honey, needed a pack with a natural feel, which is created by the uncoated cartonboard and the matt varnish. The product is secured by a blister, which cannot be removed without damaging the pack. The pack also provides ample space for the explanatory text.
The Better Solution

To differentiate itself from traditional tobacco packs, yet keeping the same dimensions for logistical purposes, the simple-looking Mawu pack was upgraded to provide extra functionality after opening. The box is easily opened with a flap unfolding into a tray presenting its contents as well as the advertising messages printed on the inside. The tray then provides a comfortable way for rolling the cigarettes. Pure cartonboard packaging was the only option for this project.

Official Name of Entry | Mawu
Entrant | AR Packaging
Carton Manufacturer | A&R Carton Graz
Brand Owner | Hanfwerk
Structural Designer | A&R Carton Graz/Mario Rassi & Heinz Steinkellner
Graphic Designer | Magu CBD/Marcus Weber
Cartonboard Manufacturer | Metsä Board

Natural Design

The tactile feel of this gift and transport packaging for handmade designer plates underlines both the sustainability of the packaging and the high quality of the contents. Inlays must secure the ceramics well for worldwide shipping. The carton is reverse printed with silver foil embossing emphasising its high quality. The inner part, made of cast cellulose fibre, was dyed in the same colour as the outer packaging.

Official Name of Entry | Nestlé Corporate Gift Box
Entrant | Goerner Formpack
Carton Manufacturer | Goerner Formpack
Brand Owner | Nestlé
Structural Designer | Goerner Formpack
Graphic Designer | Goerner Formpack
Cartonboard Manufacturer | Kotkamills

Flexible Shipping

Simple but flexible shipment packaging for this product opens the possibility of sending one or two products safely and with little erecting effort. Depending on how the integrated flaps are folded, assembled and placed, they result in flexible chambers that provide distance and stability and always guarantee safe shipping of the contents. The best choice was recycled cartonboard to guarantee safe transportation: no tape is needed, the pack is easily opened through a tear line in the cartonboard.

Official Name of Entry | SteadySense – 2-in-1 Flexi Shipping
Entrant | AR Packaging
Carton Manufacturer | A&R Carton Graz
Brand Owner | SteadySense
Structural Designer | A&R Carton Graz/Mario Rassi & Heinz Steinkellner
Graphic Designer | Magu CBD/Marcus Weber
Cartonboard Manufacturer | Mayr-Melnhof Karton
Compact Beauty

Combining different kinds of products within a box was the major challenge. This plain box securely stores and protects the ampoules, spray bottle and face masks. The aim was to apply a simple design so that every user could store and keep everything in place. In particular, the tray at the bottom of the box helps consumers to gain practical experience while using the product. Instead of a plastic tray and separators, the pack features a unique carton inlay.

Official Name of Entry | SwissGetal Collagen Lifting Mask Set
Entrant | Omaks Packaging

Carton Manufacturer | Omaks Packaging
Brand Owner | Urban Fresh Foods
Structural Designer | Omaks Packaging
Cartonboard Manufacturer | Stora Enso

Luxury Promotion

A luxury promotional box holding seven products and a magazine, with a natural look and feel consisting entirely of cartonboard. Webecos wanted to give their customers a high-class gift set with a range of products to try out, together with a magazine providing all the information about the products. The images of different natural elements on the outside and inside of the box, together with the soft touch varnish, provide a natural, clean and soft look and feel of the complete box.

Official Name of Entry | Webecos – Elementary Skincare Promotion Box
Entrant | Integrafipak

Carton Manufacturer | Integrafipak
Brand Owner | Webecos – Corrective Cosmetics Amstelveen
Structural Designer | Integrafipak
Graphic Designer | Iconic Design
Cartonboard Manufacturer | Stora Enso

Little Monsters

Bear Claws – fruit and vegetable snacks – are a fun way of attracting kids to healthy nutrition. The pack stands out on the shelf thanks to bright, bold colours as well as the small monster feet. The monster feet are a reference to the contents: deliciously freaky fruit & vegetable shapes, which the kids can build into their own little monster. The material of choice for the pack is reverse side printed cartonboard for a natural look and a pleasant tactile feel.

Official Name of Entry | Bear Claws
Entrant | Mayr-Melnhof Karton

Carton Manufacturer | Qualvis Print & Packaging
Brand Owner | Urban Fresh Foods
Structural Designer | Qualvis Print & Packaging
Graphic Designer | Urban Fresh Foods
Cartonboard Manufacturer | Mayr-Melnhof Karton
Natural Beauty

This high-quality organic honey called for a unique, enhancing pack. The folded frame not only protects the honey from light but also from transport damage. With the brown rear side turned inside out, the cartonboard communicates a focus on sustainability and nature. On the inside of the cartonboard, the world of bees opens up in print. The shape perfectly spotlights the product, the cartonboard frame is designed to work with as little material as possible and entirely without glue.

Naturally Cool

This 3-can tube pack was produced to launch and promote this beer brand in a different multiple can format than the conventional 4, 6 or 12 cans. On top of this, the client wanted to display it in a different position on the shelf, so this vertical tube (formed using Arcwise® patented technology), is really distinctive when seen beside other brands. Shipping flat tube sheets – that are erected at the brand owner – instead of solid tubes has a major positive effect on logistics costs and carbon footprint emissions.

Perfect Flavour

Meßmer Tea has succeeded in creating the perfect combination of sustainable, safe packaging and effectively demonstrating uniqueness with its eye-catching construction on the shelf. The packaging material of choice is a recycled cartonboard with a functional barrier, which shields packed food against migration. The pack retains the original taste and the smell of the product. Therefore, the cellophane used in the past is now obsolete.
Sustainable Protection

M&S Chilled Tarts used to be packaged in a carton with a single use black PE tray. As part of a proactive approach to reducing unnecessary plastic in packaging, a recyclable and sustainable replacement insert was designed. This required considerable creative thinking to design a cartonboard solution that could provide structural rigidity and securely hold the tart, whilst also being able to be manufactured efficiently and supplied flat-packed.

Official Name of Entry: M&S Tart insert
Entrant: Firstan

Carton Manufacturer: Firstan
Brand Owner: Marks and Spencer
Structural Designer: Firstan
Graphic Designer: Marks and Spencer
Cartonboard Manufacturer: BillerudKorsnäs

Extremely Convenient

Looking to serve the needs of modern consumers, Nestlé wanted to create a convenient, out of home pack to stand out in the cluttered cereal aisle, improve functionality, convenience and quality for consumers as well as focus on environmental aspects such as recyclability. An innovative cube-shaped design which features a bag-in-box concept allows consumers to eat the cereal directly from the box as the specially designed bag inside allows milk to be added directly to the cereal.

Official Name of Entry: Nestlé Pic-a-Pac Variety Cube
Entrant: Graphic Packaging International

Carton Manufacturer: Graphic Packaging International
Brand Owner: Nestlé
Structural Designer: Robert Ackroyd – Graphic Packaging International Leeds
Graphic Designer: Robert Ackroyd – Graphic Packaging International Leeds
Cartonboard Manufacturer: Stora Enso

Nature’s Partner

This cartonboard tub replaces a plastic container which was traditionally made from polypropylene. Unilever has agreed on a two-year partnership with WWF Italy with Carte D’Or as main partner in the “plastic-free beach tour”. The cartonboard tub is coated with a bio-polymer and is therefore recyclable and compostable. The tub and lid are 23% lighter in weight, saving 520 tons of plastic per year. The embossing underlines the natural, premium brand.

Official Name of Entry: Unilever Carte D’Or Variety Cube
Entrant: Seda International Packaging Group

Carton Manufacturer: Seda International Packaging Group
Brand Owner: Unilever
Structural Designer: Seda International Packaging Group
Graphic Designer: Unilever
Cartonboard Manufacturer: Stora Enso
Professional Young Designer of the Year

This is the first time that we have recognised a professional young designer as part of the European Carton Excellence Awards. The award was open to any designer under the age of 30, whether they work in the carton industry or for a brand owner or agency. Entrants were free to submit a finished pack, which is already on the market, or a concept idea that they have developed.

Overall the quality of the submissions was, as expected, incredibly high and the judges had a lengthy debate before selecting the winner. As it turned out, most of the entrants submitted concepts and it was indeed one of those that was ultimately adjudged the winner.

Jury Comments

In reality this is still a concept pack but the judges appreciated this faceted cartonboard pack intended for a bottle of gin, where the pack is meant to mimic the facets of a Marquise jewel.

Unique Lines

The essence of this pack was to create a cartonboard pack for a premium brand of alcoholic drink that would make it stand out on the shelf. The decision was to focus on a design which encompassed minimal graphics, and instead drew attention to itself through its use of a unique shape. The inspiration came from the pointed oval shape known as the Marquise cut in precious stones. The curved features not only give the pack its style, but also provide protection for the glass bottle inside.
Once again we are proud to include the finalists of the Pro Carton Young Designers Award alongside the winners from the European Carton Excellence Awards in this awards brochure. As last year, the quality of creative thinking and sample making from the students was quite amazing, although the professional competition seems to have risen to an even higher level this year. It's great that we have been able to acknowledge so many winners in the Excellence Awards and, in truth, there could have been even more.

The logistics in handling the increasing numbers of entries forced us to introduce a screening stage for the Young Designers Award to try to get a manageable number for the judges to evaluate. But even so receiving, unpacking, cataloging and displaying around 250 entries across the two competitions is quite an exercise especially as the vast majority of entries arrive in the last two weeks!

It was notable that we received 48 entries for the Save the Planet category in the Carton Excellence Award this year. Clearly replacing or reducing plastic and non-sustainable materials remains a major opportunity for cartonboard. Cartonboard is such a desirable material because it is truly sustainable. Few packaging materials can claim to be renewable and biodegradable as well, of course, as being recyclable. According to Eurostat, 85% of paper and cardboard packaging is currently recycled, more than any other material and twice that of plastic packaging.

The Public Vote was again a big success with thousands of people visiting the Pro Carton website to place their votes for their favourites. The website actually gets more than 120,000 visits a year and it is regularly updated with relevant information as well as stories from our members. It’s also a useful reference source and, of course, includes all the information you need to get involved in our TICCIT schools education programme.

As always, the more people that can spread the cartonboard sustainability message the better, and I thank you for your help.

Tony Hitchin,
General Manager, Pro Carton

September 2019
Each year, the four winners of the Young Designers Award are invited by one of the international cartonboard producers and a carton manufacturer to see first-hand how cartons are made – from the raw material right through to the finished printed pack – a priceless experience!

In 2018, Metsä Board and Mayr-Melnhof Packaging invited the winners of the Pro Carton Young Designers Award to visit their facilities in Finland and Austria.

“We took the winners for a ‘Metsä experience’ (Metsä means forest in Finnish). We showed them the roots of our company. It took a few days, but it was a wonderful experience.”

Maarten Florizoone, Metsä Group

“We were very happy to work with the students at one of the most modern facilities of the group. We showed them our full facility including our state of the art technology in printing and die-cutting.”

Philipp Freymüller, Mayr-Melnhof Packaging

Innovation is in our DNA and an important cornerstone in our business in order to secure sustainable development. We’re delighted to be able to welcome the winning students to our facility.”

Erwin Klünder, AR Packaging

“Stora Enso is extremely happy to sponsor the young designers award this year. Young designers are the future influencers on the growing consumer packaging market.”

Henna Paakkonen-Alvim, Stora Enso Consumer Board Division

Sponsors

Thanks go to all the sponsors for their support of the Awards. In addition we would like to thank Mayr-Melnhof Karton as well as the other mills that kindly supplied cartonboard to the universities.

The 2019 award winners will travel to Sweden to visit both Stora Enso and AR Packaging.
AUGA

Create your own sense of beauty. We created an eyeshadow pack for an androgynous target group, inspired by Icelandic nature and the simple but profound feeling of finding a stone on the beach, thus creating a relaxing and playful moment in an otherwise stressful world. We wanted to reduce the amount of plastic used in cosmetic packaging, therefore ours is made entirely out of carton-board. It is in itself a display and the eyeshadows are detachable, which enables the customer to create their own palette (matching their own interests and colours) and the packaging can be reused and recycled.

Name of Entry | AUGA
Designer | Sigrid Karlsson, Anastasia Antropova, Saga Hedlund

Clouds of North

Clouds of North is the best give-away. It is an exclusive, high quality, sparkling, de-alcoholised wine with taste of cloudberries. Our idea was to create a packaging design with an interactive function that gives our consumers an unboxing experience they can repeat. The outside of the box has a mountain pattern with aquarelle colours as background (blue, white, grey and orange). The inside is a solid dark blue colour with some graphic elements.

Name of Entry | Clouds of North
Designer | Jenny Almén, Lisa Strömros, Linnéa Samuelsson

CartonLoop

I submitted a packaging design with a loop system, which is produced as a single part and does not need to be glued. The packaging is very versatile and is perfect for elongated and cylindrical objects, such as yoga mats, paper rolls, bottles or even jackets. Due to the dead load of the object to be carried, the packaging tightens itself like a sling when worn, so the packaging can be adapted to the size of the object.

Name of Entry | CartonLoop
Designer | Anna Taferner
Pencil Case Packaging

The idea was to create a pack for pencils that can also function as a pencil case. The shape of the packaging is pretty unusual and it was inspired by the shape of a pencil. The entire packaging is made only with one piece of cartonboard and clever folding, which makes it easy to produce. Each pencil has its own place marked with a symbol of its hardness so you will never have to search for the one you are looking for.

Name of Entry | Pencil Case Packaging
Designer | Michal Hrywniak

Presentation Box for Glasses

This cardboard box is an easy package to transport and present glasses. When you take the lid off, the sides will open slightly and give the glasses space. The shape and the white interior give a luxurious feeling. The box can be closed again by bringing the sides together and putting the lid back on top. The folded corners hold the glasses in place in the box when transported.

Name of Entry | Presentation Box for Glasses
Designer | Melissa De Loenzien

Save the Bees

Bees are dying at an alarming rate! “Save the bees” is not just a product – it’s a wake-up call to make people more aware of the possible extinction of bees, spread the message and encourage them to get active. The packaging – designed in the shape of a watering can – contains seeds that will grow into flowers that provide pollen and nectar. To open it, you pull the tab on the side and the spout appears. The packaging consists of one part: surfaces on the side are overlapping and the inner part becomes the spout. For manufacturability, the tabs on the bottom are glued on the outside, adding a 3D look.

Name of Entry | Save the Bees
Designer | Sophia Huber & Daniela Betz
<table>
<thead>
<tr>
<th>Name of Entry</th>
<th>Powder Stories</th>
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<tbody>
<tr>
<td>Designer</td>
<td>Alessia Businaro</td>
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**Jury Comments**

This pack could have a huge impact, as it saves so much plastic. Even if you put a plastic wrapper around it, it still means less overall. All it would need to be plastic-free is a moisture barrier. If all make-up could be packaged in cartonboard, this would be huge.

**Powder Stories**

Eye shadow palettes are usually made from an enormous amount of plastic and highly polluting materials. On average, 20 grams of hard plastic are used per unit of packaging for 3 grams of product.

This new solution ensures that the plastic use, which is present only in the small window to see the colour of the eye shadow, has been reduced to a minimum.
Name of Entry | Dustbuster

Designer | Mariella Drechsler

"Jury Comments"

The self-adhesive property of this pack means you can position it wherever you want, then drill through, remove it and conveniently dispose of the dust which has been created. You can put it on the shelf like this; everything is ready. You could even keep it and reuse it after emptying the box. It's definitely a forerunner, as many of these products are still in plastic. It is extremely inventive as well as creative.

Dustbuster

The Dustbuster is an aid for do-it-yourselfers. As a component of a dowel pack it finally guarantees drilling without dust. It needs no assistance and no extra hand for a vacuum cleaner. Simply stuck to the wall it catches any fine dust.

The product can be used several times due to a special adhesive coating. Once tried, the Dustbuster will become your favourite gadget in your toolbox. Thanks to the exceptional folding technique, the dust can easily be emptied.
Ploffie

Ploffie is a packaging solution with a unique opening mechanism and an attention-grabbing design. When the packaging is opened for the first time, a perforated flap which functions as a tamper-evident closure, and the uppermost part of the integrated bag have to be ripped off. Now the box can be squeezed on the sides of its narrower end, which opens and closes the packaging with a popping sound. Once opened, the packaging serves as a dispenser, making it easy and fun for kids and adults to pour out the nuts.

Name of Entry | Ploffie

Designer | Martin Wunner, So Hyeon Kim, Nguyet Nguyen

Jury Comments

This is a perfect example of how carton-board can be put to work. It demonstrates the material’s full potential, and exploits its natural strength. It’s a very creative and intriguing shape, which cleverly uses the board for different functionalities such as the reclose and dispensing functions, the graphics, and its suitability for nuts or snacks. The squeezing function is very nice. It’s really ready to go on the shelf as is. And it could certainly be displayed and merchandised very well in stores.

WINNER
CREATIVE CARTON-BOARD PACKAGING
FOOD & DRINK
Name of Entry | Le Paonneau
Designers | Sonja Herr, Liane Jehle, Philipp Tretter

**Jury Comments**

The jury was totally amazed; it has a real wow-effect. It looks beautiful when closed and it looks beautiful open as well. It’s got real theatre. It makes one smile. You would buy this immediately and give it to friends as a gift. A really fantastic pack.

Le Paonneau

To transfer the quality and the values of the brand, we did not use plastics but only cardboard for this scissors packaging. Furthermore we created an unboxing experience by mimicking the mechanism of a pair of scissors for easy opening of the pack.

The effect of surprise while opening is enhanced by the contrast of the minimalistic outside and the illustrative inside of the box, with the peacock as the embodiment of beauty and unfolding.
This year, our Pro Carton Young Designers Award has once again grown tremendously. On the one hand this was due to the dedication and commitment displayed by the design students from all over Europe, which has enthused us all. Each and every one of them would have deserved an award and, therefore, I would like to take this opportunity to thank all participants and their lecturers very much and hope that all the teachers will encourage their students to enter next year.

The competition also gained additional momentum because the number of submissions (up to 461) has once again risen sharply, and above all because this time the submissions came from 70 universities and design schools in 24 European countries! These are great numbers, especially as more and more of them are working with us on a long-term basis and have made our award a part of their curriculum! And, of course, we support them as best as we can, with free materials for their work as well as with information about the technical possibilities of cartonboard.

We all motivate each other, and this has led to the fact that the submissions this year again showed an abundant wealth of ideas, with one pleasant surprise following the other. To facilitate submission, we have this time conducted a first jury round with purely digital submission documents. Only in the second round were the selected 120 entrants invited to submit their physical designs. The finalists and prize winners were selected from these.

The popularity of the award among young designers proves that cartonboard is a highly modern medium with which the young generation enjoys working. They look forward to the challenge of working with a material that fits perfectly into the renewable and recycling economy of the future.

Success at the Award is however also richly rewarded: the competition brings young designers into contact with the leading heads of industry – a first step into the business world – and, potentially, to a professional career. All the finalists and their teachers were invited to the Award Gala at the ECMA Congress in September – a chance to network with the leaders of the major cartonboard and carton manufacturers.

The four award winners can look forward to visits to Sweden to get valuable insights into two leading European companies in cartonboard and carton production. This year we would like to thank Stora Enso and AR Packaging for their support.

I am already looking forward to the next Award!

Horst Bittermann, President Pro Carton

September 2019
This competition has really caught fire! The enthusiasm of the students and schools is evidenced by over 450 entries. Some entrants tried to make current cartonboard constructions better, while others thought about how cartonboard could be used where it is not currently and others went totally blue sky and considered new and innovative uses that added consumer value. I would also like to add that there were one or two that could even consider patent applications! Whilst the judges aim not to be overly influenced by the levels of print and finish, some of the entries were like finished packs that could go to market immediately.

Finally, and as last year, I would ask all entrants to put themselves in the shoes of the judges. Look at the entry as an outsider and consider, "Will the judges understand my idea and the reasons behind it? Will the judges understand how it works?" We want you to sell the idea and the detail. Put into words what you would say to the judges if you were there in front of them, to convince them that you have the best entry. Discuss the benefits and the merits of your idea.

Well done to all for a fabulous competition and good luck to next year’s entrants!

Satkar Gidda
July 2019

The Jury

COMMENTS FROM SATKAR GIDDA

Additionally, new to the Pro Carton Young Designers Award jury was:

**Erwin Klünder, AR Packaging**

Erwin Klünder is Global Sales Director, Food and Consumer Goods at AR Packaging AB. He has extensive international experience in purchasing and sales: as Chief Sales Officer at Van Genechten Packaging, as Regional Sales Director and Commercial & Supply Chain Director at Amcor Flexibles Gent and as International Key Account Manager at Vandeputte – Safety Experts. He holds a Master’s degree in Marketing Communication – International Business from Katholieke Universiteit Leuven and one in Applied Economics from the University of Antwerp.

**Members of the Jury:**

Chairman Satkar Gidda (SiebertHead), Lotte Krekels (Carrefour Belgium), Courtney Judkins (General Mills) and Janet Shipton (Packknack) – who were also members of the European Carton Excellence Award jury and whose biographies are summarised in that part of this brochure.
Pro Carton Young Designers Award 2019

BEST CARTON PACKAGING OF THE YEAR