

PRO CARTON
STUDENT
VIDEO AWARD

NEW CONTEST!



The main prize:
€ 5,000 for the winning video

**MESSAGE FROM
PRO CARTON'S
GENERAL
MANAGER**

Pro Carton are delighted to announce our new award scheme aimed mainly at marketing, media, business and film students. This follows on from the huge success of the Pro Carton Young Designers Award which has now become one of the biggest student creative design competitions in Europe.



The competition is free to enter and is all about highlighting, in a short video, the advantages and benefits of cartons and cartonboard – and there are lots! The winner will not only get a trip to the beautiful city of Krakow to collect their award but will also pick up € 5,000! We will be using the videos across the social media platforms so who knows, maybe you'll even become famous if your video goes viral!

Pro Carton want to tell the world about the benefits of using cartonboard and we want your help. You can read more about the features and sustainability of cartons in this brochure but also check out our website for more information.

So, have fun creating your videos and best of luck.

Tony Hitchin,
General Manager, Pro Carton



PRO CARTON STUDENT VIDEO AWARD NOW LAUNCHED!



Pro Carton have been representing the interests of the carton and cartonboard industry for more than 30 years. Its prime objective is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. Cartons are used to package a huge range of products from frozen foods and detergents to fine fragrances, champagnes and even smartphones. Now, we want young marketing and film talents to take a completely new approach and help bring our favourite material to life – on screen.

**WITHIN THIS VAST AMOUNT
OF INFORMATION LIES YOUR
SCRIPT, NOW YOU JUST HAVE
TO MAKE IT YOUR STORY!**

Cartonboard and its industry has a great story to tell and we want you to be the storyteller! Ranging from product protection and safety, brand communication, consumer convenience, anti-counterfeit protection all the way to its exceptional sustainability benefits, there is a lot to say.

The Pro Carton Student Video Award is the new European contest for video storytelling about cartons and cartonboard. The video should promote or explain one or more of the benefits of cartons/cartonboard in a creative way.

Deadline: 3rd July 2020

WHAT CAN I ENTER:



A VIDEO ABOUT CARTONS (AND/OR CARTONBOARD).

The video should, in a creative way, promote or explain the benefits of cartons/cartonboard. It could be specifically be about one or more features of cartons/cartonboard or may have a wider environmental message (for example, to encourage recycling of cartons/cartonboard products within or out of home).

It should be entertaining, communicate a clear message or proposition and be suitable for various social media channels, presentations, events and websites.

Min. Length: 30 seconds

Max. Length: 2 min. 30 sec.

Format: .mp4/.mov, 16:9, min.1080p (HD)

Technique/Genre: open (live-action, animated, stop motion, etc.)

Language: English

HOW TO ENTER:

Read the rules and the entry form.

Download the awards logo and make it the last sequence of your film (2-3 seconds).

Upload your video-file through WeTransfer and add the download link to the entry form.

Please fill out the entry form and describe your project in up to 150 words.
You will receive a confirmation e-mail.

The competition is free to enter.

Deadline: 3rd July 2020

WHO CAN ENTER:

The competition is open to all European students but will particularly be of interest to those studying business, marketing and communications, media, film-making, audio-visual or similar courses. They must be studying on a recognized full-time educational course at the time of entry.

Up to four students can enter together, however, one-person projects are, of course, welcome. In case of a group project please keep in mind that a maximum of two of the participants can take part in the trip to Krakow.

HOW DOES THE JURY WORK?

The jury will consist of experts from the world of marketing, film and cartons.
They will independently review and rate your video.

RULES

WHAT CAN I WIN?



The winner will receive € 5,000!
If the entry is from more than one student the prize will be shared equally.

€ 5,000

The winner will be invited to the Pro Carton Award Gala in Krakow, Poland on September 17th. The awards ceremony will be held during the international ECMA Congress – travel expenses and accommodation all borne by Pro Carton.

KRAKOW



OTHER IMPORTANT INFOR- MATION:

An entry gives the organisers the right to show and use the submitted videos as they see fit including use in the public domain and social media. The organisers will not pass on personal data nor disclose addresses to third parties.

Here you can see a few examples of cartons all of which were recent winners in the European Carton Excellence Awards:



Please note that this competition is all about printed "folding" cartons, so brown fluted corrugated boxes and liquid packaging (e.g. fruit juice cartons) are excluded.



WHAT ARE CARTONS AND CARTON- BOARD?

Cartons are small to medium sized “cardboard boxes” made from carton-board. They are used to package a wide range of products from foodstuffs – such as cereals, frozen and chilled food, confectionery, bakery goods, tea, coffee and other dry foods – to pharmaceuticals, cosmetics and more.

Cartonboard is made from wood chippings (from trees) or from recycled paper and board. The wood raw material mainly comes from sustainably managed forests. Not only are they a renewable resource, but in Europe forest growth exceeds wood harvested. European forests are grown and harvested in a carefully controlled and sustainable way – so successfully that European forests, where most of the raw material comes from, have grown by an area the size of Switzerland in just 10 years! Trees play an essential role in reducing climate change as they absorb carbon dioxide and emit oxygen.

Cartonboard is renewable, recyclable and biodegradable. It is a truly sustainable packaging material and a perfect example of the circular economy.

It is also extremely flexible and versatile. It can be folded and creased into many different shapes and its print and special effects’ capabilities are almost infinite from embossing and gold foiling through to 3D holographic effects.

Our website is full of information, infographics and studies about carton-board and cartons. Please feel free to incorporate whatever you need into your video.

CARTONS AND CARTON- BOARD

More than ever, packaging is needed to protect products and the environment, but also to sell the packaged products. It's the only thing that always accompanies a product, regardless of its point of sale – on-shelf or online; the only “companion” that can support the product anytime and anywhere.

No form of packaging is more communicative and informative than the carton. Cartons have a high quality image, offer strong shelf impact and are highly regarded by the consumer. Research confirms that they trust and prefer them to other forms of packaging.

With their high quality printing and the vast array of special effects, cartons provide a quality image at the point of sale that can be vital to the success of a product. The addition of a texture or “feel” to a carton can give it additional emotional appeal to the consumer.

Designs can include tamper-evidence, child-resistance or other security benefits through tagging mechanisms, creative constructional design as well as print and ink system technologies. Also, did you know that packaging protects 10 times more resources than it uses and has only 3-5% of the

environmental load compared to food production?

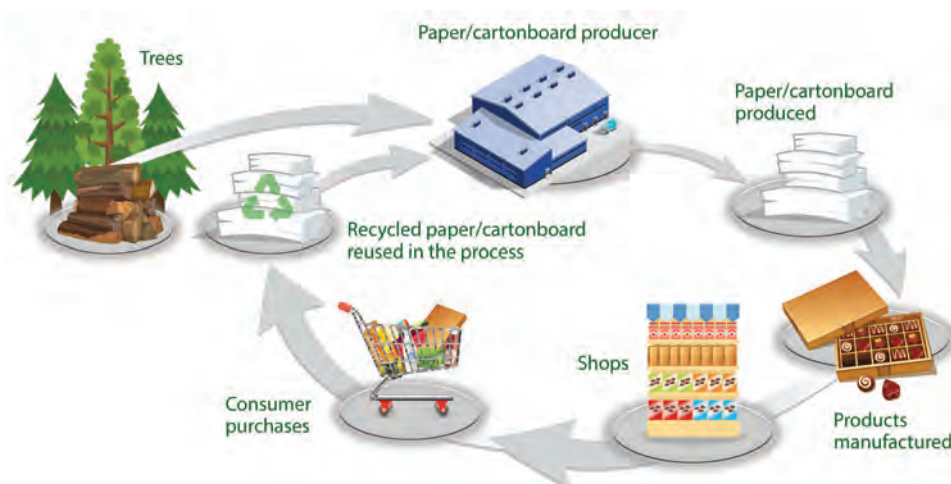
Additionally, at the end of life, cartons are collected and recycled and form an important secondary raw material. Research has shown that we can recycle paper fibres more than 25 times and around 85% of paper and cartonboard packaging is recycled across Europe, much more than other materials. Today about 50% of cartons in Europe are made from recycled fibre and 50% from virgin fibre. Both are equally important in achieving a fully functioning circular economy.

Cartons can also be composted, a process also known as “organic recycling”. Cartonboard is ideal for composting because cellulose fibre is biodegradable. This means that it can be broken down into natural substances by bacteria using microbial enzymes, thereby producing carbon dioxide, water and compost (humus).

Cartonboard is natural, renewable, recyclable and, should it accidentally go back into nature, biodegradable. It is a truly sustainable packaging material.

Packaging for a better world.

Paper & cartonboard can be recycled many times!



ABOUT PRO CARTON



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium.

For further information please see

www.procarton.com

or contact us at

info@procarton.com

