

# Pro Carton - Ecma Carton Competition 2001 Jury Report



PRO CARTON



Pro Carton is a non-profit organization that promotes the use of standardised, high quality, recycled and recyclable cartons. It is a member of the European Association of Carton Manufacturers (ECMA) and the International Association of Carton Makers (IACM).





# Foreword

This is the fifth year that Pro Carton / ECMA have run the Carton Awards and I am pleased to be able to introduce the results of this year's competition. We were pleased to be able to retain the same judging panel as last year, who were:

- Professor Dr J M Dirken from the faculty of Industrial Design Engineering in Delft who acted as Chairman of the panel
- Mr T Reiner, Managing Director of Berndt & partners in Berlin
- Mr D Qua, Packaging Development Manager at Mars

The judges were asked to look especially for innovation in design, immediate appeal and functionality in use. The overall view of the judges was that the quality of the entries in this year's competition exceeded that of previous years and so made the final decisions much more difficult. All categories were again well represented and in the confectionery and cosmetic categories it was impossible to select just one winner and so in these two categories you will see that there are joint winners.

It was very pleasing to see the high level of entries again and I would like to thank all those companies who entered this competition most particularly as the closing date had to be brought forward this year. This competition gives the Carton Industry an opportunity to demonstrate the innovation and creativity it can provide in producing cartons that fulfil both the practical requirements of packaging whilst at the same time enhancing the brand and image of the product. In this booklet you will find details of the Carton of the Year and all the category winners. The comments of the judging panel, details of the materials used designers and other information are listed with each winner. I feel sure that you will agree that all the winners in this year's awards clearly demonstrate the creativity that exists within the carton industry and, as importantly, that Cartonboard Packaging is best placed to enhance the products it protects. It is a tribute to the industry that each year we see new, imaginative designs that reinforce the strong position of cartons in the overall packaging sector. All the results of the competition will be widely publicised and will also be added to the revised Pro Carton Website, which can be found at [www.procarton.com](http://www.procarton.com).

**Hugh Grace**

Managing Director Pro Carton - Brussels

June 2001

# The Jury

Prof. dr. Hans Dirken, Eur Ing is the former dean of the Faculty of Design, Engineering and Production and former rector of the Delft University of Technology (NL), and is professor of Industrial Design Engineering, teaching a.o. Human Factors and Package Design. He is a former president of the Dutch Consumers' Union. He also is a regular jury member of various competitions in product innovation and package design and has been several times the Jury Chairman of 'De Gouden Noot', the triennial national packaging competition organised by the Dutch Packaging Association (NVC).

Thomas Reiner worked in different companies as a global trainee in the areas of food, pharmacy and packaging. After graduation as a packaging engineer in 1990, he was employed as scientist at the University of Applied Science in Berlin, and as a consultant and project manager for various multinational companies such as Nestlé, Mars, Procter & Gamble, Bayer, Hoechst, 3M and Tetra Pak. In 1993 he became Managing Director of Berndt&Partner, an international packaging consultancy based in Berlin, Germany.

Besides many other responsibilities, Mr Reiner is a member of the Board of Directors of the German Packaging Institute (DVI) and the German representative on the World Packaging Organisation (WPO).

Dave Qua is Packaging Development Manager at Mars and responsible for the development, specification and Quality Assurance of all packaging used in the UK Confectionery sites.

Mr Qua holds an Honours Degree in Organic Chemistry from Liverpool University.

He has been working in the packaging industry for 30 years. He started his career with Procter & Gamble (5 years) before moving to Brand Packaging (flexible packaging printer) for one year. Following this, he spent 6 years at CWS in Manchester before joining Thomas's (a division of Mars) looking after the packaging for pet foods and accessories. He then moved to Mars Confectionery in Slough where he has been working for the past 19 years.

Special advisor to the jury was Richard Dalgleish (formerly Mayr-Melnhof Karton/Colthrop Board Mill and now Marketing Consultant to Pro Carton).



# Assessment by the Jury

An annual, European contest among colleagues and competitors within an industry serves several purposes. Depending, of course, on the competence and credibility of the jury, the range of the prize-winning products constitutes a 'yardstick' of excellent performance and best practice. This 'norm', embodied in concrete examples, exhorts the industry to improve and innovate further and more widely. Maybe, the yardstick provides inspiration to have a future vision both within and outside the industry. This year again the entries of folding cartons for the variety of categories were both reassuring and often surprising. It is satisfying for a jury, to experience how the state of the art of designing, manufacturing, erecting, filling and displaying, is being applied in a thoroughly professional way. It is, above that, a joy to discover among the entries, how in concepts or details, in forms or functions, surprises can be found and that steps of innovation can be assessed. The opinion, sometimes even held within industry, of folding cartons being bound to traditional applications only, as being effective but rather dull, is not supported by the prizewinners of this actual contest. The Folding carton Industry is on the move, innovation is going on, albeit in small steps. New mass applications are realised by new forms, by improved functionality somewhere in the product's life cycle and, often, by new combinations of well-known solutions.

This year again no prize could be awarded for the category Cereals & Dried Foods, but for Other Foods, which was not up to standard last year, the jury found a worthy prize winner. As in 2000, both for Cosmetics and for Confectionery, two joint winners appeared, again showing the high quality in these sectors. The Carton of the Year, stemming from the relatively small category of Cigarettes & Tobacco, was a real surprise: how detail improvements, combined with quality technology, can improve old solutions and yield a convincing distinctiveness and class. The variety within cartons does not easily indicate a trend. Changes and developments can be seen in different ways. On the one hand a tendency towards simplicity, in the sense of accurately realising functions by the use of one sheet and clever folding; such as the winners in Pharmacy and in Appliances. On the other hand we see a tendency to combine a folding carton with other materials and even to use the folding carton to illustrate luxury and 'cornucopia', highlighted by the winning Veuve Clicquot box. This latter trend corresponds with recent European consumer research, showing the increased appreciation of creativity and playfulness in folding carton. The jury was pleased with the "yardstick 2001".

On behalf of the Jury,

**Prof.dr. Hans Dirken,**

Eur Ing, Faculty of Design, Engineering and Production  
Delft University of Technology



## Best Carton of The Year



**Official name of the entry:**  
Verkaufsverpackung für Zigaretten

**End-user:**  
Imperial Tobacco International Ltd.

**Package designer:**  
Imperial Tobacco International Ltd.

**Graphic designer:**  
David Taylor Design Company

**Carton maker:**  
Carl Edelmann GmbH & Co. KG

**Cartonboard supplier:**  
Zanders Feinpapiere

### Comments by the jury:

The jury agreed that this carton was a classic example of how a carton can provide a unique product identity to a comparatively standard product. An outstanding feature that caught the eyes of the jury members was the clever cut out that highlighted the brand name which, used in conjunction with embossing and different matt and gloss varnishes, gave a three-dimensional effect that gave instant impact. The carton was also, unusually, produced using a single piece of cartonboard so simplifying the production of the cartons. The jury commented that this design cleverly illustrates that a mature product can be greatly enhanced by clever and innovative design.

### Brief description of the entry:

Printed in three colours with matt and gloss varnishes on Chromolux 700, the carton is also highlighted with gold and silver foil. It is made, unusually, from a single piece of cartonboard, and a special packing line was developed for this high quality product which necessitated close co-operation between the carton maker and the end user. The very high print quality allied to the clever construction has produced an excellent example of carton packaging.



# Fresh and Frozen Foods



**Official name of the entry:**

Weichkäsesortiment "Le petit vacher" /  
"Passiona"/"Ambera"/"Saphira"

**End-user:**

Baer AG

**Package designer:**

Model PrimePac AG

**Graphic designer:**

Future Brand, Coleman Schmidlin

**Carton maker:**

Model PrimePac AG

**Cartonboard supplier:**

Stora Enso Packaging Board

**Comments by the jury:**

The jury was impressed with this range of cartons that used an overall identity with noticeable differences to differentiate the individual products within the range. The use of shape enhanced the overall appeal of the packaging and the different shapes used for the window patches highlighted the range of products. Embossing was used to good effect and the easy opening and reclosure provided an additional user benefit.

**Brief description of the entry:**

Made from chromoboard GC1, the carton is printed in six-colour offset and coated with water-based varnish. The shape of the windows in the carton varies depending on the individual product inside. The illustrations also vary depending on the product inside and depict nature scenes from Switzerland. The gluing solution for the carton is well chosen. The design and development of the carton was achieved with the close co-operation with the packer. The design and shape of the carton indicate the quality of the product inside. The carton is closed with a seal. This serves both as a quality guarantee and protects the product.



## Confectionery - Joint Winner



**Official name of the entry:**

GableTop

**End-user:**

Piasten GmbH & Co. KG

**Package designer:**

Hermetic CEBOX Verpackung GmbH & Co. KG

**Graphic designer:**

Piasten GmbH & Co. KG

**Carton maker:**

Hermetic CEBOX Verpackung GmbH & Co. KG

**Cartonboard supplier:**

Stora Enso Germany GmbH

**Comments by the jury:**

Whilst this was a variation of the bag in box theme, the design of the carton provides a functional and effective solution for the packaging. The carton sleeve, enhanced the appearance and appeal of the product and the use of metallised film on the carton highlighted the quality of the product.

**Brief description of the entry:**

For the production of this carton the manufacturer used GC2 cartonboard, coated with metallized PET film. The package is printed in five colours using offset. The filling of the carton is completely automated and this gabletop packaging can be closed and reopened. The metallized 12  $\mu$  PET film + 40 g/m<sup>2</sup> PE inside the actual carton ensures longer shelf life and protects the product from outside influences. The rectangular shape of the carton maximises space utilisation during distribution and is easy to put on the shelf. After the product has been used, the carton and the foilbag inside can easily be separated for recycling purposes.



## Confectionery - Joint Winner



**Official name of the entry:**

Truffes Royales 400 g

**End-user:**

Lindt & Sprüngli (Schweiz) AG

**Package designer:**

Lindt & Sprüngli (Schweiz) AG

**Graphic designer:**

Lindt & Sprüngli (Schweiz) AG

**Carton maker:**

Model PrimePac AG

**Cartonboard supplier:**

Iggesund Paperboard Europe

**Comments by the jury:**

The sophisticated graphic design and the use of interesting shape gives these cartons instant appeal whilst at the same time providing excellent functionality. The high quality of the product is obvious from the way the packaging is designed.

**Brief description of the entry:**

This chocolate box is made from Invercote G 380 g/m<sup>2</sup> board. No glue is used and the board is made from virgin fibre mono-material. The package is printed in five colours using offset foil heat printing and gravure and a waterbased varnish was used. The carton is machine formed and hand packed. The clever, inventive shape reduces the storage space required significantly and the products are well protected from outside influences. The high quality graphics, the overall design and the interesting shape of the box illustrate clearly the high quality of the products that the carton contains.



## Confectionery - Joint Winner



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GableTop

**End-user:**

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**Graphic designer:**

Piasten GmbH & Co. KG

**Carton maker:**

Hermetic CEBOX Verpackung GmbH & Co. KG

**Cartonboard supplier:**

Stora Enso Germany GmbH

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## Beverage Carriers



**Official name of the entry:**  
Clicquot Box

**End-user:**  
Veuve Clicquot Ponsardin

**Package designer:**  
Goossens Cartotec

**Graphic designer:**  
Veuve Clicquot Ponsardin

**Carton maker:**  
Goossens Cartotec

**Cartonboard supplier:**  
AssiDomän Frövi,  
Iggesund Paperboard Europe

### Comments by the jury:

This fascinating design not only provides excellent functional packaging but also surprises the user by having a second use as a champagne cooler. Excellent use of materials combined with clever carton engineering shows clearly that carton packaging can be used in many different ways. Sophisticated graphics also provide instant shelf appeal and brand enhancement.

### Brief description of the entry:

This carton is made of G2 board and is printed in five-colour offset. The carton is coated with PET 12  $\mu$  and PE foil, a matt acetate film and a gloss UV lacquer. A honeycomb pattern is used for the corners of the carton. The carton is machine erected and hand-filled. The package consists of two parts that slide into each other. This guarantees excellent protection for the high quality product during distribution. When the carton is opened, the lower part of the carton can be spread out and thus starts its second life as a champagne cooler. The specially coated board allows the carton to be filled with water and ice-cubes. This inventive design of the packaging gives it an additional use and makes the packaging doubly effective.



## Other Foods



**Official name of the entry:**  
Folding cartons for meal components

**End-user:**  
Atria Corporation/Atria Meal

**Package designer:**  
Tako Carton Plant Ltd.

**Graphic designer:**  
Mainostoimisto Taivas

**Carton maker:**  
Tako Carton Plant Ltd.

**Cartonboard supplier:**  
M – Real, Tako Board Mill

### Comments by the jury:

This design clearly illustrates how a carton can be used effectively to enhance a simple pouch pack. The use of shape, windows and a hanging device all lead to an interesting product presentation designed to highlight the brand and the contents.

### Brief description of the entry:

Made from Avanta Prima 255 gr/m<sup>2</sup> cartonboard, the package is printed in five-colour offset and coated with waterbased varnish. The folding cartons are hand erected and the filling of the carton with the plastic portion bags is automated. Each package contains 150 grams of the ready-meal components in this product range. The envelope-shaped cartons with diecut openings are designed to hang the packed product in special stands. The diecut openings show the content of the package inside. Having this diecut hole at the front of the carton is both simple and practical and provides a more effective display. Whilst the whole range uses a green background, the other colours vary depending on the contents, so providing an overall image and easy recognition of the individual products.





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# Pharmaceutical and Medical Products



**Official name of the entry:**  
Medical Ampoule Package

**End-user:**  
Santen Oy

**Package designer:**  
Tako Carton Plant Ltd.

**Graphic designer:**  
Various

**Carton maker:**  
Tako Carton Plant Ltd.

**Cartonboard supplier:**  
M – Real, Tako Board Mill

## Comments by the jury:

Clever structural design is the key to this carton. Using a single piece of cartonboard a pack has been designed that provides excellent protection to a fragile product, simple and easy dispensing of the individual ampoules and a functional opening and reclosing system that is so important with a product of this type.

## Brief description of the entry:

For this carton, Avanta Ultra 290 gr./m<sup>2</sup> cartonboard was used. The printing method chosen was offset in two or four colours and coated with water-based varnish. The inside of the carton has die-cut compartments, which lock the necks and the bottom of the glass ampoules firmly in place. The folding carton has a perforation opening and it is easy to close. The product is distributed worldwide and the package effectively protects the fragile product inside. This carton replaces a previous package with polystyrene compartments. The packaging process is fully automated with a capacity of 3,600 ampoules per hour. The medicine inside is sold on prescription and information and instruction of use are provided on the leaflet inside the package.



## Cosmetics - Joint Winner



**Official name of the entry:**  
Kosmetikbox

**End-user:**  
Kimberly-Clark Europe Ltd.

**Package designer:**  
Mayr-Melnhof Packaging R&D Centre

**Graphic designer:**  
Christidis Communications

**Carton maker:**  
CP Schmidt GmbH & Co. KG

**Cartonboard supplier:**  
Mayr-Melnhof Kartonvertrieb GmbH

### Comments by the jury:

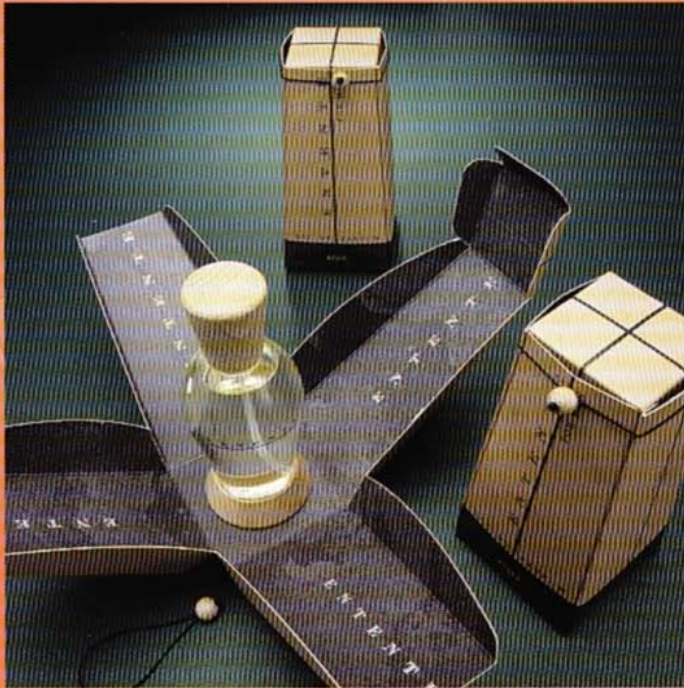
Whilst this carton is a conventional structural design, two aspects made it stand out. The high quality graphic designs give the carton instant appeal and shelf impact and the use of an impregnated cartonboard to protect and enhance the odour of the tissues contained in the carton is a novel and innovative use of carton packaging.

### Brief description of the entry:

For this packaging, the converter used GD2 350 g/m<sup>2</sup> cartonboard. The printing technique used is five colour offset. The cartonboard used has been impregnated with a special coating, thus adding an extra function to the carton board: The perfume of this coating can be absorbed by the product inside the carton and protects and sustains the actual aroma that these tissues have. The coating also protects the product against odours from outside. A coating was applied as middle-layer to serve both as a protection and to enhance the perfume of the actual product inside. The package is filled automatically and the modern, completely new designs form a range of different varieties of the product.



## Cosmetics - Joint Winner



**Official name of the entry:**  
Entente for Men

**End-user:**  
Bejar Perfums i Cosmètics S.A.

**Package designer:**  
Sonia Navvab

**Graphic designer:**  
Durero Packaging Graphic Department

**Carton maker:**  
Durero Packaging S.A.

**Cartonboard supplier:**  
Stora Enso

### **Comments by the jury:**

Simplicity is the key to this design. The choice of material, the elegant shape and the fact that it can be utilised without any gluing show well how a comparatively simple approach can be used to great effect.

### **Brief description of the entry:**

As cartonboard for this package, Tamwhite was chosen. Two-colour offset was used and a polypropylene and UV varnish coating was applied. The package is machine-formed and hand-filled. The shape and size of the package is practical for shelf-use and provides sufficient space on which to print all required information. The simple, modern and elegant design of the carton and the graphics fulfil the requirements of today's consumer.



# Appliances and Hardware



**Official name of the entry:**  
Faltschachtelzuschnitt für Halogenstablampen

**End-user:**  
Radium Lampenwerk

**Package designer:**  
Radium Lampenwerk,  
Edelmann GmbH & Co. KG

**Graphic designer:**  
Radium Lampenwerk

**Carton maker:**  
Carl Edelmann GmbH & Co. KG

**Cartonboard supplier:**  
Cascades Arnsberg

## Comments by the jury:

This carton had been redesigned to minimise the use of packaging and achieved a reduction of 55% compared with the previous packaging used. In spite of this, the protection afforded was as good as the previous carton so providing savings in both materials and logistic costs.

## Brief description of the entry:

For this carton, Chromoduplex GD2 cartonboard is used. The box is printed in three-colour offset on the front and one colour on the reverse. Laser printing is also used to print product-specific data on the carton. A dispersion lacquer was applied and the carton is top loaded and glued.

The product, a halogen lamp, is held securely in place using nicks and glued tags. When the product is placed in the carton, the tags will fix the product firmly in the slots provided.

The lid of the carton is glued with hot-melt. The carton has been extensively tested and proved to provide a successful protection. Also this newly designed packaging has resulted in a volume reduction of 55% and a good presentation of the halogen lamp without having to remove the product.



## Other Non-Food



**Official name of the entry:**  
Memo-Block Holder

**End-user:**  
Van den Ende BV

**Package designer:**  
Acket Drukkerij-Kartonnage BV

**Graphic designer:**  
Van den Ende BV

**Carton maker:**  
Acket Drukkerij-Kartonnage BV

**Cartonboard supplier:**  
Iggesund Paperboard Europe

### Comments by the jury:

This carton showed clearly how a conventional design could be greatly improved. The design allowed for the addition of extra functions and whilst the carton has to be hand erected and filled, the crash lock base simplifies this operation and so makes the carton more user-friendly.

### Brief description of the entry:

For this product SBS 300 gr/m<sup>2</sup> was used. A dispersion coating was applied and two-colour offset printing was used. The carton is hand erected and hand loaded. The carton is designed with a crash-lock base, which makes it easy to hand-erect and to fill manually. The multifunctional aspects of this memo block-holder are both unique and efficient; it contains one memo block in the holder and two smaller ones on the sides that can be used for smaller special coloured papers. This gives the memo block extra promotional value.









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