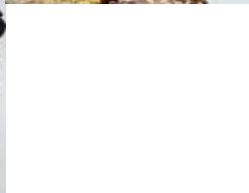
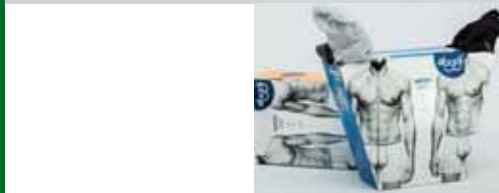
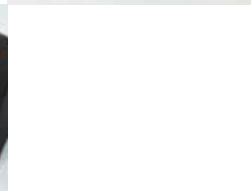


# Pro Carton/ECMA Carton Award



## Introduction by Roland Rex, President Pro Carton



2013 has been an exceptional year for the Pro Carton/ECMA Award. The interest in new ideas in the fields of cartonboard and cartons has increased significantly, as indicated by the growing number of entries: nearly a third of companies have participated for the first time – we have never had that many newcomers for our Award.

A major contributing factor to the success has been the excellent work by the jury. For us it is important that all partners in the Packaging Supply Chain are represented on the jury: the entries must be judged by experts who take sustainable decisions in practice.

As previously, Satkar Gidda from SiebertHead chaired the jury. His forte is design, and he is ably supported by representatives of large brands and a renowned retailer. Wilfried Duivenvoorden from Unilever and Anne Harding from Marks & Spencer joined the jury for the first time, for Stan Akkermans from Mars it was his second time. And as always, Peter Klein Sprokkelhorst put the technical intricacies of the entries into perspective.

A comprehensive PR and marketing package ensures that a host of European media will report on the award winners and finalists. The concept is rolled out at a European level, the tools are available to all award winners and finalists to support their own marketing. Later in 2013, the award-winning packaging and the finalists will be touring throughout Europe and in 2014 they will be presented at Interpack.

I would like to thank everyone who participated in this superb competition which coincides with the 25 year anniversary of Pro Carton!

Roland Rex, President Pro Carton  
September 2013

## Introduction by Andreas Blaschke, President ECMA



Cartons can do so much more than other packaging: they have a positive appeal at the Point of Sale, they are perfect brand messengers and are unbeatable in terms of sustainability. All this has been highlighted by the award winners and finalists of the Pro Carton/ECMA Award 2013.

In view of the large variety of convincing solutions entered, the jury was once again faced with a difficult task. This year's award winners and finalists again demonstrated the outstanding joint capabilities of the partners in the Packaging Supply Chain, the combination of technical innovations with exceptional structural and graphic design. They all fulfil their role in the marketing concept in an exemplary manner.

The Award gives all partners in the Packaging Supply Chain the opportunity to demonstrate their skills to a wide audience as well as presenting the creative opportunities offered by carton packaging. The Award brochure contains all the important information on the award winners and finalists and gives insights on the creation of the award winning packaging.

There is valuable background information for everyone professionally involved in packaging, as there are exciting stories behind every packaging. The brochure is also intended to stimulate all partners in the Packaging Supply Chain to participate (again) next year. The call for entries for the 2014 Award will be in February and the deadline for submission will be the beginning of June.

Join in – we look forward to even more outstanding solutions to highlight the opportunities of carton packaging and to present them to an interested audience!

Andreas Blaschke, President ECMA  
September 2013



Winner

Most Innovative Carton

Official name of entry | Deltaclip International B.V.

Entrant: Carton Producer | Schut Hoes Cartons bv  
Brand Owner | Deltaclip International B.V.  
Structural Designer | Deltaclip International B.V.  
Graphic Designer | Deltaclip International B.V.  
Cartonboard Manufacturer | Stora Enso



### Sustainable grip

The challenge was to create a sustainable alternative to one of the world's best-known and most-used products: the paper clip invented in 1867. A sustainable alternative to a classic – equivalent in function and at the same low cost. The result was the Deltaclip by Schut Hoes Cartons and Deltaclip International: it meets all these criteria. The extremely small product is manufactured in large quantities and folded asymmetrically: a challenge for production and a brilliant solution by Schut Hoes Cartons.

Most paper clips are made of metal and hold sheets of paper together by using force. The Deltaclip employs a different principle: a folding technique is used instead of force, giving strong and reliable grip. The FSC-certified cartonboard used is not only considerably more sustainable than metal, there are also no limits to graphic design and printing with logos, photos or illustrations. And of course, individual labelling is possible – as alternative to the well-known "Post-it".

### Jury Comments:

The Judges had never seen this type of construction before and whilst initially it looked small, it worked really well. Made entirely of cartonboard it holds up to 15 sheets of paper securely together with one simple fold and being made of cartonboard, can also be written on to provide the user the opportunity to make notes on the contents. It can replace the more conventional metal paper clip and so when papers using this are discarded, there is no metal to remove prior to recovery and recycling. The judges felt that this was an excellent example of creative thinking and design that worked perfectly whilst looking deceptively simple.



Official name of entry | Twinkle Box

Entrant: Carton Producer | Van Genechten Angoulême  
 Brand Owner | MHCS  
 Structural Designer | VG Angoulême  
 Graphic Designer | MHCS  
 Cartonboard Manufacturer | Stora Enso, Mayr-Melnhof Karton



### Twinkling diamond

The idea was to create an isotherm packaging for the Diamond Collection of Moët & Chandon. The Twinkle Box keeps the bottle of champagne chilled for up to two hours, preserves the freshness and the exceptional qualities of the contents. The solution by Van Genechten replaces conventional metal or plastic bottle coolers. The graphic design and structural form are in perfect harmony. Two grades of cartonboard with metalised surfaces were laminated for production. The packaging is supplied flat and is easy to erect and fill.

The Twinkle Box only covers approximately two thirds of the bottle – a novelty in the world of champagne. The diamond pattern makes the packaging unmistakable, and the distinguished ribbon for carrying conveys an air of casual chic. The champagne can be poured directly whilst the bottle remains in the chilled box. Quite simply the perfect refreshment for a summer garden party – or as a gift for glittering moments.

### Jury Comments:

Beverages in general and champagne in particular are fiercely competitive markets and packaging can help greatly in providing on shelf appeal. This carton breaks the traditional mould as it is much shorter than conventional champagne packs and the neck of the bottle is on display whilst the carton encloses the lower half of the bottle to provide security and shelf appeal. In addition the carton can be stored in the refrigerator and, being insulated, will help keep the bottle cool once it is taken out. A quality appearance, high quality print and finishing and the new style construction come together to provide an excellent carton that will attract consumers at the point of sale so giving this brand stand out in a crowded market.



Official name of entry | ChocOlé

Entrant: Carton Producer | Van Genechten Nicolaus, Cologne  
 Brand Owner | Griesson De Beukelaer  
 Structural Designer | Griesson De Beukelaer, Van Genechten Packaging  
 Graphic Designer | Syndicate  
 Cartonboard Manufacturer | Metsä Board



Official name of entry | Illuminated packaging for "Bombay Sapphire"

Entrant: Carton Producer | Karl Knauer KG, Rox Asia Consultancy Ltd.  
 Brand Owner | Bacardi  
 Structural Designer | Karl Knauer KG  
 Graphic Designer | Webb deVlam  
 Cartonboard Manufacturer | Tullis Russell



### Enjoy together

De Beukelaer wanted a cylindrical, resealable container for their new product "ChocOlé", which presented the chocolate sticks like a bouquet of flowers upon opening. Conventional solutions made of plastic were to be replaced. Right from the briefing phase, all partners in the Supply Chain were involved in the development work, including machine building.

Packaging was to be air tight to keep quality to an optimum during storage. For this reason Van Genechten selected a compound material made of coated cartonboard and a metalized foil which offered the appropriate barrier properties. The carton can be recycled normally despite the coating.

The packaging consists of three parts and is easy to open and reseal. It is supplied flat and filled and sealed at the customer's – a unique solution which also makes logistics cost-efficient and environmentally friendly. The result: a colourful eye-catcher on the shelf, and highly sustainable in terms of production, shipping and recycling.

### Jury Comments:

An excellent cylindrical carton containing chocolate covered sticks that was easy to open, easy to use and displayed the product well for sharing. In addition, being a circular shape, it would be attractive on shelf in a market where most of the packaging is rectangular and so would catch the eye of consumers. The judges were also impressed that packaging of this type had usually been seen before made of plastic and this clever design meant that this could be made entirely from cartonboard so improving its recovery and recyclability after use. They noted also that even when cartonboard tubes had been seen before they usually had plastic caps whereas this design utilized caps made of cartonboard so offering a truly mono material pack.



### Shining example

In the search for new, impressive packaging for the high quality gin "Bombay Sapphire", the unique light effects of "HiLight – printed electronics" by Karl Knauer came to the attention of Bacardi. For a number of years now, Knauer has been involved in the development and use of printed electronics for packaging and displays. The carton for Bacardi's top spirit is the first customer project.

The decisive advantage: presumably the world's first freely available packaging with printed, active lighting on the carton surfaces achieved to date unrivalled awareness levels at the POS – and with a precision which can probably only be achieved on cartonboard. The innovative technology also retains all the benefits of cartonboard cartons, such as product protection and sustainability. A highly promising solution which will no doubt find many followers. Demand at the POS was tremendous, the limited edition sold out in next to no time.

### Jury Comments:

The beverages category has some truly excellent examples of packaging that contains, protects, advertises and actually sells the product. As a result the Jury found it hard to select a winner and wished to recognize one specific entrant for the way it had used different technology to enhance the carton and attract at the point of sale. The Bombay Sapphire carton was an excellent carton and met all the requirements in this sector. But in addition the carton incorporated an LED system that lit up progressively. The Judges had not seen this used in the beverage sector before and felt that it would attract attention and was an excellent example of stretching imagination by adding new technology to a carton.



Official name of entry | Box Femme Fatale eau de parfum

Entrant: Carton Producer | Antilope NV  
 Brand Owner | Mylène NV  
 Structural Designer | Jan Roothoof, Mylène NV  
 Graphic Designer | Jessica van Pelt, Mylène NV  
 Cartonboard Manufacturer | Sappi



### Persuasive beauty

Brand owner Mylène wanted packaging with a persuasive appeal at the POS. Antilope had the idea of employing a new technology for digital cutting and creasing. Co-operation was extremely close: when Mylène suggested a flower with fine cuts at the edges, Antilope made sure that the flower not only appeared on the side but also the front as well as adding the lettering "Limited edition". Next to being effective at the POS, simple and practical recycling were also an objective. This solution satisfies both aims ideally.

The 2-colour print and design with its fine laser cuts gives the carton a glowing, luxurious appearance. The mandatory information on contents is combined perfectly with the selling messages. Added to this it also provides good protection of the product and stackability. Automatic filling and easy storage were also requirements for this development. The products are sold via a webshop and the party plan system and delivered by postal services or the salesperson.

### Jury Comments:

The appeal of this carton in the Judge's opinion was all about the intricate and very accurate cutting that had been achieved using a laser cutter. They were interested to note that the shape and the printing was relatively simple but that the look and appeal of the carton was enhanced substantially by the clever design and skill used in creating the very fine cut sections of the box. Once again the feel of the carton was different and in the beauty and cosmetics sector, emotional appeal to the consumer is just as important as the initial visual appeal.



Official name of entry | promotion ampoule

Entrant: Carton Producer | Carl Edelmann GmbH  
 Brand Owner | Dr. Grandel GmbH  
 Structural Designer | Carl Edelmann GmbH  
 Graphic Designer | Anette von Petersdorff,  
 Dr. Grandel GmbH  
 Cartonboard Manufacturer | Arjo Wiggins,  
 Fine Papers Limited

### More turnover

A new selling idea for vials: the packaging containing a sample vial can be attached to all existing packaging, regardless of jar, tube or dispenser. It is packaging, promotion vehicle and user information in one.

Official name of entry | Endocare One Second

Entrant: Carton Producer | Nekicesa Packaging, S.L.  
 Brand Owner | Industrial Farmacéutica Cantabria, S.A. (IFC)  
 Structural Designer | Industrial Farmacéutica Cantabria, S.A. (IFC)  
 Graphic Designer | Industrial Farmacéutica Cantabria, S.A. (IFC)  
 Cartonboard Manufacturer | Fedrigoni

### Beauty in seconds

High-class from the outside, the packaging opens like a flower and reveals vials which refresh tired skin if make-up alone is not sufficient. They are easy to remove and protected perfectly down to the last drop.

Official name of entry | Skin Experts  
 by Judith Williams Cosmetics

Entrant: Carton Producer | Carl Edelmann GmbH  
 Brand Owner | Cura Marketing GmbH  
 Structural Designer | Carl Edelmann GmbH  
 Graphic Designer | Cura Marketing GmbH  
 Cartonboard Manufacturer | Stora Enso

### Powerful impulse

The new premium line had to offer immediate attractiveness: first impressions count more than anything else in teleshopping. When the packaging is opened the jar is presented raised in the middle and information is provided on the unfolded inner surfaces.



Official name of entry | Biercée Gin

Entrant: Carton Producer | Smurfit Kappa Van Mierlo  
 Brand Owner | Distillerie de Biercée  
 Structural Designer | Peter Vervecken, Smurfit Kappa Van Mierlo  
 Graphic Designer | Pat Lefebvre, Coconuts  
 Cartonboard Manufacturer | Mead Westvaco GmbH



**Emotional intelligence**

Biercée is a Walloon distillery well known for its fruit distillates. The two owners, Christophe and Pierre, combined their different personalities to create an exceptional product which perfectly reflects this polarisation: modern and traditional, angelic and demonic, fresh and conservative.

This was quite a complicated task for packaging and so surprising to reach a simple solution. The soft tactile surface – an idea proposed by Smurfit Kappa Van Mierlo – conveys a feeling of gentleness and creates immediate empathy between product and customer. The graphic designer added a highly attractive design with black and white diamonds – as homage to the classic harlequin dress. UV varnish applied at different points, highlights the contrast between soft and hard. Inside, the packaging is coated with anti-slip varnish.

This carton enabled Biercée to enter new markets: high-end gastronomy and export markets in France, the Netherlands and Germany.

**Jury Comments:**

A deceptively simple pack that clearly demonstrated that even in a highly competitive market, simplicity can be very effective. In a striking black and white design, the glued sleeve fitted over a plain bottle and was immediately attractive and enhanced the look of the product. In addition the cartonboard had been printed on the reverse so that information could be read “through the bottle”. Attraction at the point of sale is very important in the beverage sector and this design would look different on shelf and so would, the Judges felt, attract attention, as it was so different from most other beverage cartons.



Official name of entry | Venus Bag

Entrant: Carton Producer | Van Genechten Angoulême  
 Brand Owner | Les Vignerons d'Alignan-du-Vent  
 Structural Designer | VG Angoulême  
 Graphic Designer | Agence Oscite  
 Cartonboard Manufacturer | Stora Enso, Billerud Korsnäs

**Sex appeal**

The witty concept was created by women for women: a hand bag made of sustainable cartonboard in a trendy design encloses Rosé wine as a Bag-in-Box. With a useful extra: a compartment for accessories – from a glass to a scarf ...





Official name of entry | Nut Box

Entrant: Carton Producer | Du Caju Printing NV  
 Brand Owner | Barry Callebaut Belgium  
 Structural Designer | Berlin / Du Caju Printing NV  
 Graphic Designer | Berlin  
 Cartonboard Manufacturer | James Cropper, Iggesund Paperboard



**Refined craftsmanship**

Exquisite products made from nuts are sold under the brand La Morella Nuts for demanding retail clients as well as for further processing. The brand unites unique know-how on growing, harvesting and processing nuts which is reflected by their superior quality. To celebrate their ties with the world's number one in all things chocolate manufacturing, Barry Callebaut, Du Caju Printing developed a carton which combines the best of both worlds: chocolate bars with perfect crunchy nuts.

The packaging is part of a range of communication measures designed as ambassadors for the traditional craftsmanship at La Morella. Hand-painted figures depicting each phase of production are deeply embossed in black cartonboard. Details in foil printing create depth and contrast. A sophisticated carton which lets the product speak for itself, while at the same time telling the story of natural origins and perfect craftsmanship.

**Jury Comments:**

This was a deceptively simple pack that utilized matt black cartonboard to enhance the look. This was further highlighted by quality printing and all over embossing that gave the carton a pleasant and appealing feel. The design of the embossing also cleverly reflected the texture of the chocolate and nut confectionery inside. Emotions other than simply vision are necessary to make a pack truly appealing and feel or touch is one that is being increasingly used to ensure consumer appeal. Confectionery is a very competitive market and the Judges felt that this carton offered various elements to give it the best chance of attracting consumers at the point of sale.



Official name of entry | Manner Easter Egg

Entrant: Carton Producer | Mayr-Melnhof Packaging Austria GmbH  
 Brand Owner | Josef Manner & Comp AG  
 Structural Designer | Ivica Djuric, Mayr-Melnhof Packaging  
 Graphic Designer | Josef Manner & Comp AG  
 Cartonboard Manufacturer | Metsä Board

**Perfectly rounded**

A strikingly elegant, reclosable "Easter egg" with hot foil printing, without overtly displaying its underlying complexity: despite its shape Mayr-Melnhof Packaging Austria manage to machine glue this packaging and supply it flat to their customer Manner.



Official name of entry | Travel Trade series

Entrant: Carton Producer | VG Kvadra Pak JSC  
 Brand Owner | Fazer confectionery Ltd.  
 Structural Designer | VG Kvadra Pak JSC  
 Graphic Designer | LFH illuminating Brands, London  
 Cartonboard Manufacturer | Metsä Board

**Dark temptation**

A box with a sleeve creates a pronounced premium impression, enhanced by finishing with varnishes, embossing and hot foil. At the same time it is an invitation to open the box and be seduced by excellent chocolate inside.



Official name of entry | Sustainable Chocolate Box

Entrant: Carton Producer | Du Caju Printing  
 Brand Owner | Barry Callebaut Belgium  
 Structural Designer | Berlin / Du Caju Printing NV  
 Graphic Designer | Berlin  
 Cartonboard Manufacturer | James Cropper

**Natural noblesse**

This is how to convey sustainable cocoa products: with cartonboard made of unbleached pulp and cocoa husk with a natural feel. Each of the three chocolate bars in the box tells its own story. The clear design simply demands their discovery.



Official name of entry | Hofbauer Marc de Schlumberger Trüffel

Entrant: Carton Producer | Cardbox Packaging Ploetz GmbH  
 Brand Owner | Lindt Österreich  
 Structural Designer | Lindt Österreich  
 Graphic Designer | Lindt Österreich  
 Cartonboard Manufacturer | Metsä Board

**Perfect harmony**

Exclusive combination of content and carton: both have gold dust application. Embossing on the outside also gives the product a tactile feeling. Filled truffles and skilful packaging combine to give a perfect symbiosis.



Official name of entry | Nicorette Pandora Box

Entrant: Carton Producer | A&R Carton Oy  
 Brand Owner | McNeil AB / Johnson & Johnson  
 Structural Designer | Peter Andersson  
 Graphic Designer | McNeil AB / Johnson & Johnson  
 Cartonboard Manufacturer | Stora Enso



### Cost-effective and child-proof

McNeil wanted A&R Carton to provide the ideal single-piece carton solution for its nicotine gum. The objective was a child-proof solution suitable for foods with barrier function and suited for fully automatic processing. The consumer was to be able to use the carton intuitively and remove the product easily. To ensure a favourable price and flexible delivery, conventional materials were to be used.

Child-proof solutions made of cartonboard are still rare, most are still made of plastic. But cartonboard is the preferred material for this product and the cartonboard selected met the strict requirements of the pharmaceutical industry as well as the wish of the brand owner and the consumers for high-quality appearance and sustainability. All objectives were met: security features, improved access to the product, intuitive use. Even the existing packing line could be used, with a few small modifications.

### Jury Comments:

The Chairman of the Judges said that he felt that the entrants in this category were by far the best he had seen for several years and this made the selection of finalists and a winner most difficult. Finally however they chose the Nicorette pack as it best fulfilled all the requirements in their opinion. It was a clever one-piece construction that could be packed at high speed and had excellent graphics that would attract attention at the point of sale. It was simple to open and offered ease of use so combining all the necessary elements for this type of product.



Official name of entry | Basica® Intensiv-Kur

Entrant: Carton Producer | Papierwerk Landshut  
 Mittler GmbH & Co. KG  
 Brand Owner | Protina Pharmazeutische GmbH  
 Structural Designer | Papierwerk Landshut  
 Mittler GmbH & Co. KG  
 Graphic Designer | Spektakulär GmbH  
 Cartonboard Manufacturer | Iggesund Paperboard

### Distinguished clarity

A new packaging for the premium segment in pharmacies excels with functionality and clarity. It protects and presents the daily portions and the individual dosage forms as well as leaving room for an information booklet without covering the contents.

Official name of entry | Duphafraal

Entrant: Carton Producer | Alzamora Packaging  
 Brand Owner | Zoetis  
 Structural Designer | Alzamora Packaging  
 Graphic Designer | Pfizer  
 Cartonboard Manufacturer | Klabin Papéis

### Form and function

A strong carton which can be erected with a single movement, developed with the objective of reducing volume as well as speeding up the packaging process. Ten separators ensure that the individual bottles do not touch each other.

Official name of entry | Boost Buddy

Entrant: Carton Producer | Chesapeake Pharmaceutical & Healthcare Packaging  
 Brand Owner | Poseidon Partners  
 Structural Designer | Poseidon Partners, Chesapeake Pharmaceutical & Healthcare Packaging, Kinneir Dufort  
 Graphic Designer | Skin Visual Equity, Kinneir Dufort  
 Cartonboard Manufacturer | Iggesund Paperboard

### Strength with cartonboard

Replacing glass or plastic with cartonboard has succeeded exceedingly well with this brand packaging for younger target groups. Design and image have benefitted, as have sustainability and optimal protection of the contents.



Official name of entry | Coverit Samples Display

Entrant: Carton Producer | **Lucaprint S.p.A.**  
 Brand Owner | **Coverit Srl**  
 Structural Designer | **R&D Lucaprint S.p.A.**  
 Graphic Designer | **Endemo.it di Fabrizio Lucchini**  
 Cartonboard Manufacturer | **Stora Enso**



### Pictures of an exhibition

Coverit is specialised in manufacturing coatings and finishes for interiors. Lucaprint was asked to create a compact presentation tool for stores and shops which sell decorating materials. Examples of decorative space design were to assist customers in their purchasing decision. This was to replace a display that had previously been made of corrugated board – not the most elegant solution to highlight the special features and quality of the products.

High quality offset printing and the structure in laminated cartonboard proved to be the ideal solution. The designers at Lucaprint focussed on product safety during transport and presentation. The lower section is composed of flaps to fix the products during transport. This saves space during transport and yet the solution is “shelf-ready” in the store. The thin rectangular samples are given optimal visibility at the POS and can be removed by the consumer for closer examination.

### Jury Comments:

Whilst entry levels were low in the category the judges felt that some entrants offered a very high quality. The winning entry demonstrated to the judges a new way of displaying wall coverings that would be useful to consumers as they could simply take out each type of covering and as well as looking at the design could also feel the texture of the product. Designed to stand on the counter, the pack was also designed to move through the supply chain safely and be easy to erect in the shop. An excellent display pack that met all the needs required of this type of carton.



Official name of entry | **CODE VLM – Volumising Lengthening Mascara**

Entrant: Carton Producer | **Firstan Ltd**  
 Brand Owner | **CODE Beautiful Ltd**  
 Structural Designer | **Firstan Ltd**  
 Graphic Designer | **uber uk limited**  
 Cartonboard Manufacturer | **Iggesund Paperboard**

### Powerful stimulus

The clear and stimulating solution led to an extremely successful product launch while at the same time offering excellent protection during transport. Large forward orders from major retailers required a doubling of production right from the start.



Official name of entry | Party Packaging Lovely Cookies

Entrant: Carton Producer | Remmert Dekker B.V.  
 Brand Owner | Danone Nederland B.V.  
 Structural Designer | Het Foodatelier  
 Graphic Designer | Quatre Mains  
 Cartonboard Manufacturer | Metsä Board



**The party carton**

When packaging excels it is usually because the Packaging Supply Chain co-operates closely – in this case brand owner Danone, designer Het Foodatelier and carton manufacturer Remmert Dekker. The result was technical perfection: despite its unusual tapered shape, the packaging is suitable for machine processing and filling. The idea for this unusual shape in this market segment came from Het Foodatelier whilst Remmert Dekker looked after the technical implementation.

The product is completely new on the market: cookies, freshly baked and ready to serve within eight minutes. Carton packaging is the ideal medium for explaining and simplifying preparation. The inside contains templates for painting. The cartonboard is particularly suited for foods and can be recycled totally after use. The new product in the new carton is extremely well received: the first 200,000 boxes were very successful and the next 300,000 units are already in production.

**Jury Comments:**

Baking is a market that is growing and more and more products are being added. In view of this, appeal at the point of sale is important but also ease of use is vital. This carton contains ready to use cookie dough that simply has to be cut to size before it is baked. In view of this, the graphic design incorporates a measuring scale on the pack against which the dough can be laid so it can then be cut to the optimum size. Also the shape is not rectangular but tapers toward the top of the carton and this will make it more attractive at the point of sale. The judges felt that was an excellent example of a good looking carton that, through clever design, offered advantage to the consumer.



Official name of entry | Côté Sushi

Entrant: Carton Producer | Alzamora Packaging  
 Brand Owner | Côté Sushi  
 Structural Designer | Alzamora Packaging  
 Graphic Designer | Côté Sushi  
 Cartonboard Manufacturer | Stora Enso

**Appetising packaging**

Attractive Sushi packaging that is easy to open and close by the consumer. Placement at the POS is easy and the contents are protected perfectly during transport. This allows replacement of the current plastic trays with cartonboard.



Official name of entry | Marenda Box

Entrant: Carton Producer | Model Prime Pac AG  
 Brand Owner | Rhätische Bahn AG  
 Structural Designer | Süsskind SGD Graphic Design und Kommunikation AG  
 Graphic Designer | Süsskind SGD Graphic Design und Kommunikation AG  
 Cartonboard Manufacturer | Iggesund Paperboard

**Sustainable souvenir**

A tasty gift set can be purchased on the Swiss Bernina Express. Regional products – sweet or salty – are secured using a single-piece insert. Cartonboard was chosen because it is suitable for foods and conveys sustainability.



Official name of entry | Tilda Vintage Basmati Rice 500g

Entrant: Carton Producer | Clondalkin Group  
 Brand Owner | Tilda  
 Structural Designer | Clondalkin Group  
 Graphic Designer | Ziggurat Brands  
 Cartonboard Manufacturer | Iggesund Paperboard

**Subtle and classic**

Matt varnish in combination with matt, silver hot foil and embossed rice grains signal quality through subtle texture and depth in design. The packaging is sealed with a tamper evident sticker which enhances the impression of a "classical" product.



Official name of entry | Sloggi Men Match

Entrant: Carton Producer | MWV Graz  
 Brand Owner | Triumph Intertrade AG  
 Structural Designer | Heinz Steinkellner, Mario Rassi, MWV Graz  
 Graphic Designer | Giovana Medici, Creative Unit Triumph  
 Cartonboard Manufacturer | Metsä Board



**Perfect fit**

In their search for a new, sales promotional multipack concept for hypermarkets, Triumph approached MWV Graz with a concept for marketing packaging. The designers at MWV came up with a highly practical and simple solution with a "What You See Is What You Get" effect: to check the contents of such products, customers often damage the packaging on the shelf at the POS. In this case two opening flaps allow access to the contents so they can be examined without difficulty.

The flaps also provide the option for incorporating attractive graphic design. The graphics express the excellent fit of the contents: the central message, "Match", is supported both at the graphic and structural levels. The concept clearly differentiates itself from other sales promotional multipacks. Cartonboard was the only choice for the packaging as all Sloggi products are packed in cartonboard as a matter of principle.

**Jury Comments:**

In the underwear sector, many consumers want to touch and feel the product before committing to buy. When items are packed in boxes, this can sometimes prove difficult as on many occasions consumers inadvertently tear or damage the carton or cannot put the item back after they have looked at it. This entry solves those problems simply and effectively. The neat construction has simple to open sections on both sides that pull open so the items can easily be felt or taken out and then be simply returned and the carton closed with no damage. The innovative construction allied to excellent print and graphics, gave the judges confidence that this was an excellent carton that effectively solved a problem in store.



Official name of entry | Sealantgun

Entrant: Carton Producer | Acket drukkerij kartonnage bv  
 Brand Owner | Bison International bv  
 Structural Designer | Acket drukkerij kartonnage bv  
 Graphic Designer | Z-Design bv  
 Cartonboard Manufacturer | Stora Enso

**New gun**

Both the product and the packaging were subjected to a rigorous relaunch to regain lost market shares. The new styling was a total success as well as significantly reducing damage to the products displayed on the shelves.



Official name of entry | Victorinox Gift Box

Entrant: Carton Producer | Cartondruck  
 Brand Owner | Victorinox  
 Cartonboard Manufacturer | Iggesund Paperboard

**Quality polish**

A very sustainable packaging solution which can be adapted to specific marketing objectives with different sleeves, lending the brand a great deal of flexibility. The surface looks like brushed steel and conveys the image of metal in a high quality manner.



Official name of entry | Totally Wicked Odyssey™

Entrant: Carton Producer | Clondalkin Group  
 Brand Owner | Totally Wicked  
 Structural Designer | Clondalkin Group  
 Graphic Designer | Orbital Design  
 Cartonboard Manufacturer | Iggesund Paperboard

**Blue stimulus**

The packaging with alternating matt and gloss varnish on solid blue was developed in only six weeks! This resulted in additional turnover. The product launch of the premium range of e-cigarettes was rewarded by the market with excellent reorder values.



Official name of entry | Kleenex "Slim" Pack for Facial Tissues

Entrant: Carton Producer | MMP CP Schmidt  
 Brand Owner | Kimberly-Clark  
 Structural Designer | Kimberly-Clark  
 Graphic Designer | Tin Horse, UK  
 Cartonboard Manufacturer | Buchmann



**Less is (much) more**

The objective was clear: the new Kleenex pack was to be easy to store, more sustainable and more multi-purpose. A study revealed some fundamental insights on paper tissues: they are only useful if at hand. Slim, discreet packaging is easier to place where needed. A new anti-snap opening was also created during development to avoid sticking of the tissues – which reduced the packaging material required even more.

Last year, Kleenex launched a major packaging initiative across the entire portfolio. A Win-Win situation: consumers were able to transport the smaller packs more easily and place them at home. Retailers were able to place more product on the shelves and had longer refill intervals. A 30 per cent reduction in packaging materials equal to 640 tonnes per year, 29 per cent fewer kilometre distances for lorries and 28 per cent lower CO<sub>2</sub> emissions - this benefits the environment as well as the logistics budget. And all these advantages benefit the brand image of Kleenex.

**Jury Comments:**

In this sector getting more from less is always important and this carton had, in the Judges opinion, met this target. The brief was to find a way of reducing the size whilst still containing the same number of tissues. The reason for this was not merely to save on packaging but, by managing to reduce the pack size by 30%, find savings throughout the supply chain in such areas as outer packaging, shipping costs and shelf utilisation. This is important for a lightweight product such as tissues. The Judges noted that despite this change, the cartons still opened well and the tissues could be taken out as easily as with the previous pack.



Official name of entry | Playboy VIP, for him, for her

Entrant: Carton Producer | Cartondruck  
 Brand Owner | COTY for Playboy Fragrances  
 Cartonboard Manufacturer | Metsä Board

**Clever seducer**

The clever packaging is a real eye-catcher. It combines all the brand symbols of Playboy and yet displays a clear profile. Laminated gold foils and embossing perfectly indicate a sophisticated and seductive lifestyle.

Official name of entry | Puma Sync 11 for her, for him

Entrant: Carton Producer | Cartondruck  
 Brand Owner | Procter & Gamble for Puma Fragrances  
 Structural Designer | Mr. Jan Hippchen  
 Graphic Designer | Mr. Jan Hippchen  
 Cartonboard Manufacturer | Metsä Board

**Vital dynamics**

This packaging demonstrates a dynamic, active lifestyle. The classical Puma logo in the centre is highlighted with gloss varnish. Embossing and powerful colours convey energy and power.

Official name of entry | Special.T Capsule Tray

Entrant: Carton Producer | A&R Carton GmbH  
 Brand Owner | Nestlé SA  
 Structural Designer | Philipp Eißner, A&R Carton  
 Graphic Designer | Nestlé SA, Carré Noir  
 Cartonboard Manufacturer | Stora Enso

**Marketing power**

An intelligent solution that combines maximum productivity and product safety with the necessary marketing power. Nestlé preferred cartonboard for this sensitive product. Stringent colour specifications and colour matching between tray and outer packaging are absolute key criteria here.



## Chairman of the Jury Comments from Satkar Gidda



It is fair to say that this was a very intensive judging session, simply because the quality of the entries caused much debate and on occasions we had to leave the judging of a certain category and return later, hopefully with a fresh impetus.

What was remarked more than once was the attention to detail in many of the entries and we could see that consumer benefit, functional, aesthetic or both, had been considered. Furthermore and depending on the target market, there was appeal not just for the purchaser but also for the end user/consumer.

We saw total integrated thinking such as carrying the product characteristics through onto the packaging which serves perfectly to help communicate the brand values and brand qualities. It demonstrated thinking beyond just packaging of a product. It's this level of holistic branding that really shows what cartons can do for brands.

I should also explain that whilst there were indeed one or two entries that were extremely impressive, they were not awarded simply because their 'impressive' factor was not related to cartons and we are after all judging cartons.

Finally, the judges were once again impressed to see cartons used for products or in categories not seen before. That certainly gave us a wow factor!

Satkar Gidda  
July 2013

### 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. He also works with global clients on helping them create that all important one to one communication between the brand and the consumer.

#### Stan Akkermans Mars



Stan Akkermans was trained as Industrial Engineer and General Manager with focus on the packaging industry. In 2000 he joined Mars Inc. where he advanced to Graphics Project Manager and worked in the European Business Innovation team as Portfolio Manager. He recently moved to Holland where he is now responsible for the European procurement of all packaging design & innovation agencies.

#### Wilfried Duivenvoorden Unilever



After University he 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 a Global Procurement Manager for folding cartons, paper cups and cartons for Unilever Foods and Home & Personal Care.

#### Anne Harding Marks & Spencer



Anne Harding is Packaging Development Manager for Confectionery, Biscuits & Savouries, Bakery and Celebration at Marks & Spencer. She has worked within the Celebration and Gifting categories at Marks & Spencer Foods for 13 years. Anne is passionate about injecting creativity and supporting product development through innovative packaging and print solutions.

#### Peter Klein Sprockelhorst (Advisor to the Jury)



After being trained 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.

### All entries in the categories:

- 1 Beauty & Cosmetics
- 2 Beverages
- 3 Confectionery
- 4 Pharmaceuticals
- 5 Shelf Ready & Display
- 6 Food
- 7 Non-Food
- 8 Volume Market



1 Antelope NV



1 Carl Edelmann GmbH



1 Nekicesa Packaging, S.L.



1 Carl Edelmann GmbH



1 K+D AG



1 K+D AG



1 Curtis Print & Packaging



1 Carl Edelmann GmbH



1 Carl Edelmann GmbH



1 Van Genechten Packaging



1 rlc I packaging group



1 Schelling AG



1 Clondalkin Group



1 August Faller KG



1 Cartondruck



1 Cartondruck





2 Van Genechten Packaging



2 Karl Knauer KG



2 Smurfit Kappa Van Mierlo



2 Van Genechten Packaging



2 VG Angoulême



2 Chesapeake Branded Packaging



2 Duran Dogan Packaging



2 Duran Dogan Packaging



3 Van Genechten Packaging



3 Van Genechten Packaging



3 Van Genechten Packaging



3 rlc I packaging group



2 Duran Dogan Packaging



2 Lucaprint S.p.A.



2 STI Group



2 Boxmarche S.p.A.



3 Model Management AG



3 Chesapeake Branded Packaging



3 Mayr-Melnhof Packaging International



3 Clondalkin Group



3 Clondalkin Group



3 A&R Carton GmbH



3 A&R Carton GmbH



3 Chesapeake Stuttgart



2 Cartondruck



3 Van Genechten Packaging



3 Du Caju Printing nv



3 Mayr-Melnhof Packaging International



4 A&R Carton GmbH



4 Papierwerk Landshut Mittler GmbH & Co. KG



4 Alzamora Packaging



4 Chesapeake



3 Van Genechten Packaging



3 Du Caju Printing nv



3 Cardbox Packaging Ploetz GmbH



3 Mayr-Melnhof Packaging International



4 Van Eerd BV



4 K+D AG



4 K+D AG



4 August Faller KG





5 Lucaprint S.p.A.



5 Firstan Ltd



5 Clondalkin Consumer Denekamp



5 Lucaprint S.p.A.



6 Remmert Dekker



6 Alzamora Packaging



6 Model Management AG



6 Clondalkin Group



6 Firstan Ltd



6 The Sherwood Press Group



6 Posson Packaging



6 H.O.Persiehl



6 Clondalkin Consumer Leeuwarden



6 Schut Hoes Cartons bv



6 Meier Verpackungen GmbH



6 Graphic Packaging International B.V.



6 Graphic Packaging International B.V.



6 PrintPark Packaging Ltd.



6 A&R Carton Lund AB



6 Alexir Partnership



6 Antilope NV



7 Schut Hoes Cartons bv



7 MWV



7 Acket drukkerij kartonnage bv



7 Clondalkin Group



7 Cartondruck



7 Lucaprint S.p.A.



7 Lucaprint S.p.A.



7 Lucaprint S.p.A.



7 A&R Carton GmbH



7 A&R Carton GmbH



7 Karl Knauer KG



7 Boxmarche S.p.A.



7 MAM Babyartikel GmbH



8 Mayr-Melnhof Packaging International GmbH



8 Cartondruck



8 Cartondruck



8 A&R Carton GmbH



8 Fratelli Roda SA



All photos, text and Pdf for download in English, German,  
French, Italian and Spanish on [www.procarton.com](http://www.procarton.com)



Printed on Invercote Crea to 200 g from Iggesund Paperboard **IGGESUND**  
This brochure is printed with mineraloilfree inks: this contributes to clean recycling.

[www.procarton.com](http://www.procarton.com) | [info@procarton.com](mailto:info@procarton.com)  
[www.ecma.org](http://www.ecma.org) | [mail@ecma.org](mailto:mail@ecma.org)

