



Storm Communications

T: 020 7240 2444

E: procarton@stormcom.co.uk

The Student Video Award returns to showcase sustainability

The Student Video Award is returning after its triumphant launch last year and is now accepting entries for 2021

Following its successful launch last year, Pro Carton's Student Video Award is now officially open for entry. European students in full-time education are encouraged to get creative and 'think outside the box' for their chance to win €5,000.

Students from 13 European countries participated in the inaugural edition of the competition by rising to the challenge of creating a video about the benefits of cartonboard.

Entrance to the competition is free of charge, with participants simply required to demonstrate a passion for sustainable packaging through submission of a short video highlighting the advantages of using cartons and cartonboard.

The video must be between 30 seconds and two and a half minutes in length, leaving the rest of the brief open to interpretation, allowing for a wide scope of imaginative entries.



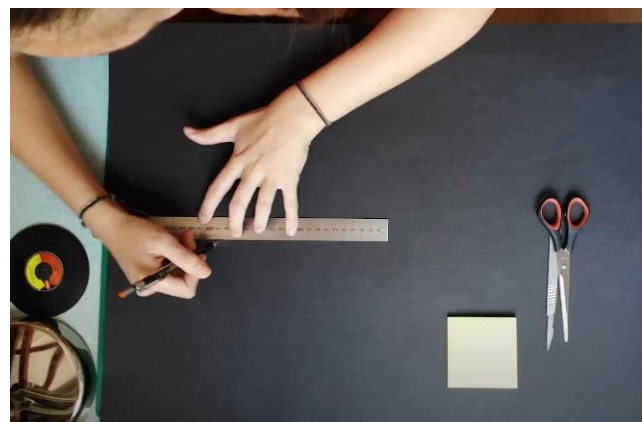
Storm Communications

T: 020 7240 2444

E: procarton@stormcom.co.uk



In 2020, the judging panel of both film and cartonboard experts crowned two worthy winners. The first focused on the recyclable nature of cartonboard while the other winning entry the ASMR technique to highlight cartonboard's qualities.



The winners were announced during the ECMA and Pro Carton 2020 Carton E-vent & Awards

Tony Hitchin, General Manager of Pro Carton said: "We're excited to announce that the Student Video Award will be back this year after its launch in 2020. The competition was received extremely well across Europe, particularly amongst students studying film and media, and saw many high-quality entries



Storm Communications

T: 020 7240 2444

E: procarton@stormcom.co.uk

despite the restrictions imposed by the pandemic. Students can record the video on their smart phone or a digital camcorder. What's important is the creative idea. Cartons and cartonboard have lots of features and benefits in terms of functionality and aesthetic appeal, as well, of course, as their environmental credentials. The potential easing of lockdowns over the next few months will allow students to truly bring their ideas to life, and we can't wait to see what this year's awards will bring!"

Competition details:

The competition is open to all European full-time students. Up to four students can enter together. All entries must be submitted by 25 June 2021.

Find the full brief and competition rules here: <https://www.procarton.com/awards/pro-carton-student-video-award/2021/>

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157718663768106>

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

Follow Pro Carton on Twitter: www.twitter.com/pro_carton

Like the Pro Carton Facebook page: www.facebook.com/procartoneurope/

Join the discussion on LinkedIn: <https://uk.linkedin.com/company/pro-carton>

Visit the Pro Carton Pinterest board: www.pinterest.co.uk/procarton/

Notes to editors:



Storm Communications

T: 020 7240 2444

E: procarton@stormcom.co.uk

For further information, please contact the Pro Carton press office on +44 (0) 20 7240 2444 or procarton@stormcom.co.uk

About Pro Carton

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. www.procarton.com

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



Please note that these images are for illustrative purposes only and should not be reproduced under any circumstance. For royalty-free carton imagery, please visit: www.flickr.com/photos/procarton/albums



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Storm Communications

T: 020 7240 2444

E: procarton@stormcom.co.uk

Is cartonboard the same as cardboard?

Cardboard is a generic term and, whilst cartonboard is a type of cardboard, it is different from 'corrugated cardboard' which is a firmer, heavy-duty paper-based packaging commonly used for transport (like Amazon parcels). In contrast, Cartons are always printed often with high quality graphics and special varnishes and finishes. Liquid packaging board (e.g. Tetra Pak) used to hold milk and fruit juice is not categorised as cartonboard.

EXAMPLES OF PACKAGING THAT ARE NOT CARTONBOARD:



Liquid packaging



Corrugated