



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Storm Communications
T: 020 7240 2444
E: procarton@stormcom.co.uk

Celebrating 25 years of excellence in cartonboard

The European Carton Excellence Awards is celebrating its 25th anniversary and is now accepting entries for 2021

2021 marks an incredible milestone for the European Carton Excellence Awards, celebrating 25 years of innovation in the cartonboard industry. Submissions to Europe's most prestigious annual carton award scheme hosted by Pro Carton and the European Carton Makers Associations (ECMA) are now open, for what is expected to be the most impressive awards yet.



For the past quarter-century, the awards have challenged partners from all levels within the supply chain to showcase the best cartonboard packaging designs. In 2020, disruption brought about by the global COVID-19 pandemic did not stop the industry's creativity. The Carton of the Year title went to *Van Genechten Packaging* and *Stora Enso* for their beautiful Roku Gin entry, which perfectly conveyed the product's story through luxurious embossing and Japanese floral print.



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2020 Carton of the Year: Roku Gin



2020 Save the Planet winner: Eco Fit Lid

The Save the planet award went to *Seda's* Eco Fit lid as adopted by McDonald's whilst the Innovation Award was won by *Snel's* Re-Fruiter Tray, which not only has built-in feet that raise the pack but a patented angled die-cut profile that forms a flexible base. The public award went to *Graphic Packaging's* KeelClip™, which is being used by brands ranging from Coca-Cola to Budweiser.



2020 Innovation Award winner: Re-Fruiter Tray



Public Award winner: KeelClip™

Trophies are awarded for the best entries on both recycled and virgin fibre board with special awards for innovation and sustainability. The deadline for submission is 28th May.

Tony Hitchin, General Manager of Pro Carton said: "The European Carton Excellence Awards has reached an incredible milestone, and we're so proud to celebrate a truly diverse range of designs



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that demonstrate the versatility of cartonboard as well as its sustainability credentials. The competition has gone from strength to strength since its inception in 1997 and as always, we can't wait to see what the next year of entries will bring!"

"25 years on, the need for sustainable materials like cartonboard is clearer than ever before. Being renewable, recyclable and biodegradable makes cartonboard a truly sustainable material. It's encouraging that each year we see new ways of using cartonboard and it being used in more and more market applications. That trend of continuous product innovation and market growth is unlikely to stop anytime soon."

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157718666313928>

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

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Notes to editors:

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:



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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