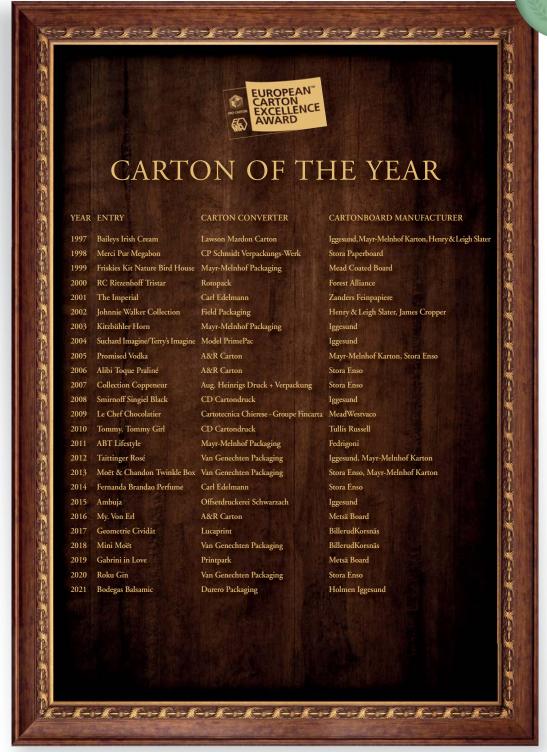


25th ANNIVERSARY EDITION

BEST CARTON PACKAGING OF THE YEAR



BOARD OF HONOUR





Winner | Baileys Irish Cream Carton Converter | Lawson Mardon Carton Cartonboard Manufacturer | Iggesund, Mayr-Melnhof Karton, Henry & Leigh Slater



Winner | Merci Pur Megabon Carton Converter | CP Schmidt Verpackungs-Werk Cartonboard Manufacturer | Stora Paperboard



Winner | Friskies Kit Nature Bird House Carton Converter | Mayr-MeInhof Packaging Cartonboard Manufacturer | Mead Coated Board



Winner | RC Ritzenhoff Tristar Carton Converter | Rotopack Cartonboard Manufacturer | Forest Alliance



Winner | The Imperial Carton Converter | Carl Edelmann Cartonboard Manufacturer | Zanders Feinpapiere



Winner | Johnnie Walker Collection Carton Converter | Field Packaging Cartonboard Manufacturer | Henry & Leigh Slater, James Cropper



Winner | Kitzbühler Horn Carton Converter | Mayr-Melnhof Packaging Cartonboard Manufacturer | Iggesund



Winner | Suchard Imagine/Terry's Imagine Carton Converter | Model PrimePac Cartonboard Manufacturer | Iggesund



Winner | Promised Vodka Carton Converter | A&R Carton Cartonboard Manufacturer | Mayr-Melnhof Karton, Stora Enso



Winner | Alibi Toque Praliné Carton Converter | A&R Carton Cartonboard Manufacturer | Stora Enso



Winner | Collection Coppeneur Carton Converter | Aug. Heinrigs Druck + Verpackung Cartonboard Manufacturer | Stora Enso



Winner | Smirnoff Singiel Black Carton Converter | CD Cartondruck Cartonboard Manufacturer | Iggesund





Winner | Le Chef Chocolatier Carton Converter | Cartotecnica Chierese -Groupe Fincarta Cartonboard Manufacturer | MeadWestvaco



Winner | Tommy, Tommy Girl Carton Converter | CD Cartondruck Cartonboard Manufacturer | Tullis Russell



Winner | ABT Lifestyle Carton Converter | Mayr-Melnhof Packaging Cartonboard Manufacturer | Fedrigoni



Winner | Taittinger Rosé Carton Converter | Van Genechten Packaging Cartonboard Manufacturer | Iggesund, Mayr-Melnhof Karton



Winner | Moët & Chandon Twinkle Box Carton Converter | Van Genechten Packaging Cartonboard Manufacturer | Stora Enso, Mayr-Melnhof Karton



Winner | Fernanda Brandao Perfume Carton Converter | Carl Edelmann Cartonboard Manufacturer | Stora Enso



Winner | Ambuja Carton Converter | Offsetdruckerei Schwarzach Cartonboard Manufacturer | Iggesund



Winner | My. Von Erl Carton Converter | A&R Carton Cartonboard Manufacturer | Metsä Board



Winner | Geometrie Cividât Carton Converter | Lucaprint Cartonboard Manufacturer | BillerudKorsnäs



Winner | Mini Moët Carton Converter | Van Genechten Packaging Cartonboard Manufacturer | BillerudKorsnäs



Winner | Gabrini in Love Carton Converter | Printpark Cartonboard Manufacturer | Metsä Board



Winner | Roku Gin Carton Converter | Van Genechten Packaging Cartonboard Manufacturer | Stora Enso



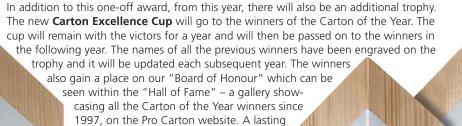


25 years of Carton Excellence: Honouring a better future

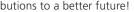
This year the European Carton Excellence Award celebrates its 25th anniversary. Today, it is Europe's most prestigious competition for cartonboard packaging. No other competition of its kind combines creativity and sustainability so convincingly.

This is because cartonboard is renewable, recyclable and biodegradable as well as being one of the best communicators of brand value – for luxury items, as well as everyday products. Every new, creative solution made from cartonboard is yet another step towards the circular economy for the 21st century.

To mark the anniversary, we have created a very special award indeed, the 25th Anniversary **Champions' Trophy**, given to the cartonboard producers and carton converters who have won the most Carton of the Year awards in the 25 years of the competition. Congratulations, therefore, go to Westrock, Stora Enso and Iggesund who will each receive this special trophy recognising their continued excellence.



tribute for the many outstanding contributions to a better future!









EUROPEAN CARTON EXCELLENCE AWARD 2021



www.procarton.com | info@procarton.com www.ecma.org | mail@ecma.org

All photos and texts are available for download in English, German, French, Italian and Spanish.



Horst Bittermann, President Pro Carton

Jean-François Roche, President ECMA

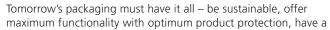
OREWORD

2021 is a very special year in the history of the European Carton Excellence Award. We are celebrating its 25th anniversary! Over the years, the Award has become one of the most important and prestigious packaging design prizes in Europe honouring striking,

> future-oriented, fibre-based packaging concepts. With its accompanying comprehensive public relations campaign, the Award acts as a marketing boost for our whole industry and particularly the award winners.

A lot has changed in the last 25 years. Environmental awareness has increased strongly and with it, the importance of fibre-based packaging. Consumers set the course with their concrete buying decisions, every day, with every purchase. Their point of view is clear - more sustainable packaging, as soon as possible.

Our industry is in the fortunate position that the circular economy has already become reality. Packaging made of cartonboard is a clear commitment to sustainability. Our industry creates solutions that preserve resources. The use of renewable, biodegradable raw materials, the broad usage of recycled materials and low-emissions production make the cartonboard and folding carton industry an example par excellence of the circular economy concept. After use, folding cartons can, of course, be recycled. This is how sustainability works. Our industry does not settle for the status quo. It is constantly pushing the boundaries of cartonboard to develop packaging concepts whose possible applications go far beyond the beaten track, making it possible to enter new market sectors and replace ecologically harmful options.



minimal environmental impact, be as circular as possible and communicate the attributes of the packed product and brand in a visually compelling way.

For 25 years, this competition has demonstrated that cartonboard has it all.

Enjoy all the winners and take your chance to enter again next year to show the excellence of cartonboard and maybe add your name to the Board of Honour!

Horst Bittermann, President Pro Carton

Jean-François Roche, President ECMA

September 2021





PS. You can find everything on www.procarton.com as well as the major social media channels – Facebook, Twitter, Pinterest, Instagram and LinkedIn. Please follow, like and sharel





Name of Entry | Bodegas Balsamic Entrant | Durero Packaging



Carton Converter | Durero Packaging Brand Owner | Bodegas Toro Albalà Structural Designer | Durero Packaging Graphic Designer | Series Nemo Cartonboard Manufacturer | Holmen Iggesund



by Dr. Janet Shipton:

This pack is a fine example of gift packaging. The construction presents and protects the product beautifully. I liked the dramatic effect of the outer packaging fanning out to reveal the bottle inside and the filler board used reflects high quality throughout the product. Opening the pack is a very satisfying experience as the carton protects the product really well and has an element of surprise. All in all a really well thought through, well executed gift pack. ??

Blooming Beautiful Balsamic

The "Bodegas Balsamic" gift pack designed for Toro Albalà 25 and 50 year old cured balsamic vinegar reflects its Spanish roots in a number of ways. The case is composed of 4 pieces which self-lock when assembled and when opened they are arranged one inside the other to resemble a Spanish fan. Inside the pack, copper hot stamping decoration reflects the colour of the carnation flowers which are native to the city of Cordoba.

The effect of a flower coming into bloom is accentuated by embossing and matt black varnish on the outside of the pack which mirrors the opening of flower petals. The gift case not only protects the glass bottle inside but also provides a base to support and display the product in style at the point of sale.











Name of Entry | PaperSeal® MAP Tray Entrant | Graphic Packaging International



Carton Converter | Graphic Packaging International Brand Owner | ICA Gruppen Structural Designer | Elliot Hithersay



by Satkar Gidda:

"PaperSeal®" replaces plastic trays, thereby reducing plastic use compared to traditional modified atmosphere packaging (MAP) by a huge amount. The pack is aesthetically pleasing, it has excellent design detail and by keeping the rounded corners of the previous pack it remains a familiar design to its customers. The transparent inner lining of the pack, as well as the outer carton, carry product branding and consumer communication. **99**

The Perfect Burger Combo

This solution replaces traditionally black or clear plastic modified atmosphere packaging burger trays. It is a sustainable alternative that also resolves sealing issues, ensures maximum product freshness and shelf-life – without leaks. This virgin cartonboard pack reduces plastic by 80% compared to traditional MAP trays. Its paper base can be easily separated from the barrier lining for recycling. The board is produced from renewable fibre, sourced from 95% sustainably managed Scandinavian forests. It is strong with low grammage so achieves maximum performance with

lightweighting potential. The tray features a one-piece cartonboard blank that is hermetically sealed to reduce leaks and contamination and to keep it fresher for longer and minimise food waste. The pack's rounded corners mirror the previous design to increase shelf appeal and maintain consumer familiarity with the brand. The cartonboard features a high-white printing surface that can be graphically printed inside and out, offering enhanced branding opportunities, increasing shelf appeal and enabling the retailer to set its tray apart from the competition.



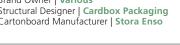








Carton Converter | Cardbox Packaging Brand Owner | Various Structural Designer | Cardbox Packaging Cartonboard Manufacturer | Stora Enso



by Jean-René Truttmann:

The jury has not seen many products on the market like this spoon and we believe it will be really popular with consumers. The spoon is delivered folded so is very compact, is easy to unpack and assemble and the structural design ensures that it holds food really well. Disposable cutlery was previously made of plastic, sometimes of wood, but this one is 100% paper based making it recyclable and sustainable. 99

The Spoon that Cuts Plastic

"Karlo Spoon" was developed in cooperation with customer Greiner Packaging in response to the 2021 ban on disposable plastic cutlery in the EU. It is made entirely from cartonboard, an ecological plastic-free solution that is fully recyclable with other paper waste. The spoon is made from virgin fibres that are approved for contact with food, while a water-based coating on the board ensures the spoon can be safely used for consumption. The spoon is delivered folded which minimises the chance

of damage to the spoon structure and also enables it to be attached to a product or inserted into a lid - of a yoghurt, for example. The consumer can easily unfold the spoon and use it immediately. The spoon shape of the pack means that food can be scooped up and consumed without spillage. The pack can be printed enabling branding opportunities in its folded form and can display instructions for unfolding and using the spoon.









Carton Converter | Alzamora Group Brand Owner | Gernetic International Structural Designer | Alzamora Group Cartonboard Manufacturer | BillerudKorsnäs



by Susanne Lippitsch:

This packaging delights with its simple structural design and special unwrapping experience. When the gold embossed band is removed it reveals a highly decorated honey-comb shaped pack which invites the consumer to open it. Then comes the surprise as the inner pack pushes forward to present the contents. The combination of protective cover and floating product presentation inside is captivating!

Best Face Forward

The "GER Coffer" was designed as an elegant pack in which to display two highend face creams for the celebration of the brand's 50th anniversary. The case is made from 2 pieces – a hexagonal carton which opens to reveal the product and a simple band that encloses it, both of which combine to give the pack a solid structure for storage and display. The hexagonal pack opens up to reveal the face creams which

are then pushed forward for easy removal. The packaging is made entirely of carton-board, without any plastic elements, so is fully recyclable and biodegradable. The use of gold stamping throughout portrays a sense of luxury and premium quality while the unwrapping experience differentiates this product pack from its competitors.











Name of Entry | Plastic-free toothbrush packaging Entrant | Karl Knauer



Carton Converter | Karl Knauer Brand Owner | GlaxoSmithKline Structural Designer | Karl Knauer Graphic Designer | GlaxoSmithKline Cartonboard Manufacturer | Weig Karton



by Dr. Janet Shipton:

This cartonboard pack reduces the use of plastic which in turn reduces tonnes of waste. It is well designed, is very pleasing to the eye, owing to the use of natural cartonboard and is also very tactile. It's a really nicely designed and well-made pack!

The Difference is Clear

The Aquafresh/Dr.BEST toothbrush packaging is plastic-free and made from around 90% sustainably-sourced and recyclable materials. The pack is made from recycled, FSC certified cartonboard. It features an innovative plant-based and consumer-friendly non-plastic window meaning that the consumer can still see the toothbrush head and familiar flex-zone neck. The window film uses only GMO-free, fast-growing plants from certified FSC or PEFC forests so there is no need to separate the film from

the rest of the packaging when recycling as it decomposes free from harmful substances. The material combination of cartonboard, foils, inks and lacquers can still be used in an industrial blister packing process. Sustainable packaging has a growing relevance for consumers, they pay more attention to it when shopping for products, so the new toothbrush packaging has been developed to attract attention at the point of sale.









Carton Converter | Graphic Packaging International Brand Owner | Mergulo Structural Designer | Robert Ackroyd Graphic Designer | George Kelly Cartonboard Manufacturer | MM Board & Paper

by Jean-René Truttmann:

The overall design of this carton is very well thought through. It is constructed in one piece which features both a lid and a smart safety closure. The message this packaging conveys to the consumer is one of sustainability and quality, matching the organic product inside. The packaging is very pure, very simple and as it is recyclable, it reinforces the ethos of the brand. Being of one-piece construction, the carton offers optimum machinability.

A Good Spread

The "Mergulo Plant Based Butter Carton" is a fibre-based, recyclable alternative to plastic packs that was designed to reflect the brand's natural, sustainable ethos. The carton features a hinged lid with friction closure that ensures that the pack remains closed and robust throughout the supply chain, while preserving the organic product inside. These features also enable the achievement of optimum shelf presence and ensure consumer convenience from

chiller to fridge. The pack is constructed from polyethylene-free board that combines moisture and grease barriers that prevent the risk of leaking or staining of the pack yet still remaining recyclable, through ordinary waste collection systems, and biodegradable. The Mergulo pack is a one-piece construction planned to optimise the sheet usage, reduce waste and it is supplied flat to cut CO2 emissions in transit. The pack can be easily assembled by hand.

CASHEW NUT-BUT ER







Name of Entry | Fruit Basket Entrant | MM Neupack



Carton Converter | MM Neupack Brand Owner | Hofer Structural Designer | MM Neupack Graphic Designer | EZS Identtechnik Grafik Cartonboard Manufacturer | MM Board & Paper

by Susanne Lippitsch:

This fruit packaging combines functionality with great design and sustainability. Produced flat, the basket unfolds with a simple movement of the hand, offering plenty of space and protection for its contents. The round shape of the two grip holes resembles traditional fruit-basket handles. The design provides sufficient circulation around the fruit and also allows the consumer to see the goods.

Looking Fruity

The "Fruit Basket" was developed for storing and carrying stoned fruits as an alternative to traditional plastic thermoform trays. Consumers buying fruit in this pack get a plastic-free, sustainable packaging solution that displays the product both from the top of the pack as well as through the integrated air holes in each side. This folding pack, made from flexible and environmentally-friendly brown cartonboard, can be branded

and easily adapted to fit different fruit sizes and customers' individual requirements. The integrated round handles give the pack the appearance of a small carrying basket.



That's a Wrap

The "Bonduelle Bundle" removes plastic overwrap from its 3 cans pack and replaces that with cartonboard material which is ecological, recycled and recyclable. The minimal pack design uses 30% less cartonboard than a classic wrap-around pack, 20% less ink and enables the consumer to see more of the product. Integrated tongues top and bottom hold the cans securely and an easy to open perforation enables quicker access to the product. There is a large area for advertising the brand's sustainable ethos and the bundle pack can be adapted to different sizes and numbers of cans.

Name of Entry | Bonduelle Bundle Entrant | Van Genechten Packaging

Carton Converter | VG Meyzieu Brand Owner | Bonduelle Structural Designer | Bonduelle, Paker and VG Meyzieu Graphic Designer | France: Subdesign, Spain: Delamata, Italy: Wave Cartonboard Manufacturer | RDM



Gives you Wings

"Cluster-Wing™" is a carbon neutral and recyclable cartonboard alternative to single-use plastic wrap for multipack cans. The design has 'wings' in the top and bottom panels which lock the cans in place and do not require any glue or adhesives. The pack is designed to use 50% less material than a fully enclosed carton and 10% less than a traditional wrap design whilst maintaining the performance and convenience which consumers expect. Designed to run on WestRock's high-speed automation, the "Cluster-Wing™" ships flat on pallets, enabling supply chain efficiencies compared to a pre-glued sleeve.

Name of Entry | Cluster-Wing™ Entrant | WestRock

Carton Converter | WestRock Brand Owner | KraftHeinz Structural Designer | Richard Merreywether, Jean-Michel Garnier, Julien Merzeau Cartonboard Manufacturer | WestRock



Make Up for the New Year

This attractive heptagonal pack is made up of seven identical, linked cartonboard triangular cases which contain seven makeup gifts. The carton can be displayed in a number of ways and is fun for consumers to interact with as it can be unfolded and shaped into a 7-petal pinwheel, a star and even a caterpillar. This modular pack is designed with the same shape being copied seven times in order to simplify the folding and gluing processes and reduce machine preparation time making the pack less difficult and less costly to make.

Name of Entry | New Year Makeup Calendar Entrant | Durero Packaging

Carton Converter | Durero Packaging Brand Owner | Groupe Yves Rocher Structural Designer | Durero Packaging Graphic Designer | Yves Rocher Cartonboard Manufacturer | Metsä Board





Ripe and Ready Tomatoes

This 100% fibre-based, fully recyclable pack for tomatoes delivers a sustainable packaging option, prevents damage to the tomatoes inside and avoids food waste. Traditional plastic packaging has been replaced with an integrated hinged cartonboard pack with strategically placed cut-outs. These cut-outs enable the consumer to see the product inside but are small enough to maintain structural integrity. The pack is scalable for other fresh produce applications. The board used does not absorb moisture when stored in a fridge.

Name of Entry | The Tomato Stall Punnet Entrant | Graphic Packaging International

Carton Converter | Graphic Packaging International Brand Owner | The Tomato Stall Structural Designer | Elliot Hithersay and GPI team Graphic Designer | Neil McCall, Orange Peel Creative Cartonboard Manufacturer | BillerudKorsnäs



Beer on view

This 6-cornered premium gift pack uses sustainable material and food-safe low-migration inks. It stands out on the shelf due to its unusual pack shape and visible Latvian beer and branded glass. Its push-in window design lets the consumer see the product and also holds the product securely. This 2-piece construction design reduces the amount of packaging weight used because a 6-corner profile uses less material than a 4-corner design. The push-in window acts as both divider and support. The black pack is overlaid with hotfoil and spot gloss UV varnish to resemble the beer.

Name of Entry | Tërvete Beer Entrant | Van Genechten Packaging

Carton Converter | VG Kvadra Pak Brand Owner | Tērvetes Al Structural Designer | VG Kvadra Pak Graphic Designer | Nauris Veidis & Rihards Ozololins Cartonboard Manufacturer | BillerudKorsnäs





Rose Petals

The floral packaging design of this sustainable gift box matches the vegan, bottled rose products inside. The pack is presented with images of roses, insects and birds that are dotted with cold foil highlights. A garden trellis cut-out feature enables the consumer to see the product within. The eye-catching top closure is decorated like a rose but takes the shape of a butterfly's wings. Only cartonboard from sustainable sources is used and the entire construction fits well with the brand and its products.

Name of Entry | Rose Gift Box Entrant | AR Packaging Swiss

Carton Converter | AR Packaging Swiss Brand Owner | Blütenschmaus Zürich Structural Designer | AR Packaging Swiss Graphic Designer | Lilo Meier, Blütenschmaus Zürich Cartonboard Manufacturer | BillerudKorsnäs



First Impressions Count

In the supply of dental hygiene products, first impressions count and product packaging often plays a deciding factor in that. The "CURODONT Sensitive" pack is an attractive presentation box which displays the entire range of products in one place. The pack works by pulling up flaps on the lid which push up a cartonboard insert and all the products inside. The glossy UV varnish finish of the pack delivers a clean, attractive shell. The entire construction is 100% cartonboard without the use of any other materials and the material is responsibly sourced.

Name of Entry | CURODONT Sensitive Entrant | AR Packaging Swiss

Carton Converter | AR Packaging Swiss Brand Owner | Credentis Structural Designer | AR Packaging Swiss Graphic Designer | Credentis Cartonboard Manufacturer | BillerudKorsnäs, Stora Enso



Pick of the Bunch

This toothpick box, made from virgin cartonboard, has a high quality brown finish that reflects the wooden product contents. Plastic was previously used for 40% of the pack – blisterfoil and card – but this has been replaced with a cartonboard euro hole suspension for display which saves space at the point of sale by enabling more products to be displayed in the same space. The pack is secured with a round paper label that is torn off to reveal a Z-click opening mechanism which produces a satisfying click when it closes.

Name of Entry | Dental Sticks Entrant | AR Packaging Swiss

Carton Converter | AR Packaging Swiss Brand Owner | Ebnat Structural Designer | AR Packaging Swiss Graphic Designer | Ebnat Cartonboard Manufacturer | MM Board & Paper





Facial Expression

This rectangular carton needs visual impact to appeal to its online audience. It also needs to be a sustainable pack that delivers a great 'reveal' experience. The one-piece pack is made entirely from cartonboard, has zero plastic content and has an adhesive-free folding structure. The cartonboard protects the cleanser and several folding flaps keep it securely fastened. The outside of the pack is coated with a mix of soft touch and gloss varnishes making it very tactile. The inside has brand sustainability messages which are revealed to the consumer on opening the pack.

Name of Entry | Exentrique Facial Cleanser Entrant | Essentra Packaging

Carton Converter | Essentra Packaging Brand Owner | Exentrique Limited Structural Designer | Design Hub Essentra Packaging Cartonboard Manufacturer | Holmen Iggesund



Topsy Turvy Flowers

The initial challenge for this pack was to be able to hold an orchid plant upside down! The carton size and shape ensures that the product displays well, is fully protected through the supply chain and is easy to pack and handle. The interior of the giftpack is created 100% from recyclable cartonboard which also functions as an easy-to-carry handle. The gift pack is simply and colourfully printed and has an unusual shape – features which combine to make it highly visible.

Name of Entry | Flying Orchids Entrant | Smurfit Kappa Zedek

Carton Converter | Smurfit Kappa Zedek Brand Owner | Ter Laak Paardekooper Structural Designer | Ronald Sterk Graphic Designer | Ter Laak Paardekooper Cartonboard Manufacturer | MM Board & Paper



Ice Cream of the Crop

This sustainable pack constructed from foodsafe cartonboard, has completely removed all plastic from its design. The pack construction is now 2 parts instead of the previous 3 parts, which reduces the amount of renewable and recyclable cartonboard material that it uses. The base is glued to form a stable, lipped container which protects the product and prevents spillage. The glued lid comfortably fits over the base of the pack and is easy to manually assemble around the product. A glossy acrylic varnish and traditional printing ink finish makes the pack appealing to the eye, particularly for ice cream lovers!

Name of Entry | Picard Frozen Creation Entrant | AR Packaging Cholet

Carton Converter | AR Packaging Cholet Brand Owner | Picard Structural Designer | Laurent Macault Cartonboard Manufacturer | Stora Enso





CHAIRMAN OF THE JURY COMMENTS FROM SATKAR GIDDA

Excellence Awards

For the second year in a row, judging was undertaken on-line and we welcomed a new judge to the panel – Jean-René Truttmann from General Mills.

As mentioned last year, we continue to see the trend of more and more entries either reducing the plastic content of their packaging or removing plastic altogether, whilst still being able to be creative and deliver the consumers' requirements.

As can be seen from some of this year's award winners, cartons don't have to be complex creations. In fact, the carton that took home the 'Most Innovative' award is not just a simple structure but one of the smallest cartons we have judged. The point to make here is that this carton has been well thought through and carefully designed to deliver a tangible consumer AND environmental benefit.

The overarching comment to make pertinent to the collection of entries, is that the carton industry continues to move forward, advancing through innovation, creativity, environmental considerations and delivery of consumer satisfaction. This is what makes this industry special.

Young Designers Award

A big thank you and congratulations to all of the teachers and students for the huge number of entries this year in what must have been very difficult circumstances due to remote teaching and problems reviewing the entries online. Quite stressful no doubt. Be assured that the judges were very impressed with the work that you all put in.

The entries were excellent and varied – we had 109 universities represented by over 640 carton constructions, so well done to all for such amazing work and effort.

Some carton constructions from the winners and finalists were complex and others were very simple, but they all managed to solve a problem or a consumer need.

For those thinking about entering the Awards next year, please be open minded and inventive, blue sky thinking is what we are looking for. Remember, we are not checking to see if the concept can be manufactured or how it might be merchandised. If it's good enough, we hope that there will be some way for it to be made, handled, stored, shipped and find its way into the hands of the consumer.

On behalf of the judges, my final thanks go to all of the students for the quality and detail of their entry descriptions and for explaining the ideas behind their concept. As we are judging online, the better the description and the more detail we have, the easier it is for us to make a truly informed decision – the GIFs and videos really help!

Satkar Gidda

August 2021



MESSAGE FROM PRO CARTON'S GENERAL MANAGER

I was hoping that I'd be writing this piece in anticipation of all our awards being presented once again at the ECMA Congress; but alas it was not to be. Whilst more than half of the European adult population are now double vaccinated, travel is still somewhat restricted, and guidelines differ from country to country.



Tony Hitchin, General Manager, Pro Carton

So, once again, the awards are being presented virtually, which at least has the advantage of reaching a wider audience than normal. Indeed, Pro Carton's work is all about reaching a broad church, communicating the very real and positive benefits of cartonboard and cartons. Over the last year we have published several new studies; ranging from extensive consumer research – amongst more than 10,000 people, to analysis of the comparative carbon footprint of carton packaging against various alternatives. All of this provides essential evidence to support our campaign to encourage more brands and retailers to choose cartonboard. You can find all the reports, and a lot more, on our website.

Despite the ongoing difficulties, the awards have proven to be very resilient, one might even say, immune! You may have read elsewhere about the record numbers of entries for both of our student awards whilst the European Carton Excellence Award, now in its 25th year, is as strong and competitive as ever. I'm particularly encouraged by the reception that the Student Video Award is receiving in the academic world. In this, its second year, we had over 50% more entries than we had in year two of the Pro Carton Young Designers Award and what a success that has turned out to be!

May I also take this opportunity to acknowledge the fantastic work of our design award judges under trying circumstances. A big thank you goes to our returning judges – Satkar Gidda, Susanne Lippitsch and Janet Shipton as well as to Jean-René Truttmann (General Mills) and Philip Freymüller (MMP) who completed the jury panels. Judging for the Student Video Award was slightly more straight forward in that the videos could be watched online, without a problem. However, Simon Bolton, Bady Minck and I still had a "shortlist" of nearly 40 videos to review, such was the quality this year.

I would also like to thank Mayr-Melnhof Group for sponsoring the 2021 Pro Carton Young Designers Award and both MM Board & Paper and Metsä for supplying complimentary cartonboard sheets for the students to use.

This will be the last time that I will write this message, as I am standing down as General Manager in mid-September, but I do so confident that all three competitions will go from strength to strength and that cartonboard will continue to be "Simply the Best".

Kind regards

Tony Hitchin, General Manager, Pro Carton

August 2021

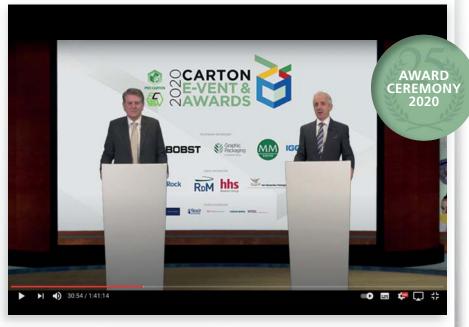






























Here you find the 2021 Awards E-vent:



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2021 SPONSORS HEIDELBERG











GOLD SPONSORS





Highly commended



Make Change

Highly Commended | Cristina Lytvynenko Institute | Universitat de Girona (ERAM)

"I used my polaroid to take photographs of all of the good and bad things to express my feeling as I narrated it. My goal was bringing awareness to the issue of waste and suggest a new solution that is using carton and then explaining the benefits of it."

66 Jury quote:

Very powerful with a lot of emotion and sincerity! **99**

HIGHLY COMMENDED STUDENT VIDEO AWARD



Welcome to Earth!

Highly Commended | Turkay Kayadelen Institute | Ravensbourne University Teacher | Steven Bonnett

"The story follows a guided tour around Earth, with Earth itself providing the narration. As the story progresses, more of what's 'hidden behind the curtain' is revealed, with the Earth losing its grip on what it wanted to be shown to the audience."

66 Jury quote:

I love it. It's not perfect but it's linking the brand message really well and it's the first time the story is told from "her" perspective, the Earth's perspective!

Commended

A World of Carton

Commended | Marlena Stolze, Victoria Lauda, Sophie Gollegger Institute | Die Graphische Wien Teacher | Bernhard Comploj

"A World of Carton is a video that deals intensively with the senses by diving deep into the material. Literally."

66 Jury quote:

These people are incredibly skilled. The production is very well done. **99**

A Recycle Story

Commended | Jonnie Harris Institute | Ravensbourne University Teacher | Tim Platt

"A Recycle Story follows the tale of two cartonboard lovers."

66 Jury quote:

Very charming story and presentation of animation. **99**

A little cardboard

Commended | Judit López Institute | Universitat de Girona (ERAM)

"A character made with recycled cardboard shows us how beneficial cardboard is."

COMMENDED STUDENT VIDEO AWARD

66 Jury quote:

The amount of craftsmanship that went into this film really grabbed my attention! **99**

Crafting for a better world

Commended | Marie-Claire Karner, Mailin Lietmeyer, Cheyenne Heyder Institute | SRH – Berlin School of Design and Communication Teacher | Gilbert Beronneau

"Demonstrating some of the positive factors of cartons in a playful and creative way."

66 Jury quote:

It's a brilliant idea bringing in the fact that cartonboard can be recycled 25 times or more. **99**

Think differently

Commended | Emma Fredslund Larsen, Nanna Gaustadnes Duelund, Louise Sønderby Hilsberg, Sophia Mai Horup, Ane Bæk Rose Institute | Design School Hoejer Teacher | Rikke Hansen

"Our film explores the unlimited possibilities of carton. With a little creativity, carton can replace a lot of things we haven't thought of yet – maybe not your pets though."

66 Jury quote:

I loved their use of packaging and the different devices! It's terrific! **99**

Why choose carton?

Commended | Johannes Riedel & Jonas Riedel Institute | FH Münster, Münster School of Design Teacher | Prof. Dipl.-Des. Steffen Schulz

"We want to show the benefits of cartons in a suspenseful way, told in a commercial styled video. Getting close to the material with the help of macro shots and playful transitions, the recipient gets an immersive experience. The addition of sound FX makes this experience even stronger which are also correlated to the music choice."

66 Jury quote:

Technically so strong. Beautifully produced. **99**

STUDENT VIDEO AWARD

Bigger and better, that was the 2021 Pro Carton Student Video Award!

With great delight Pro Carton received more than twice the number of entries than last year from students from 38 universities across 17 European countries. What a great response despite the second year of the pandemic! The jury was impressed with the



significant step up over the previous year both, in terms of the quality and quantity of entries. There were many entries that showed commitment, energy and originality as students sought to answer the brief and present the benefits of cartons and cartonboard in an involving manner.

The jury used a simple framework filter to assess the shortlist, judges considered the following criteria for excellence:

- Communication of Pro Carton's core messages
- •Dramatic impact through idea creation and storytelling
- •The quality of film execution and crafting

There were strengths and quality in all of the shortlisted submissions. Robust debate and passionate advocacy for the different routes and approaches ensued until agreement was eventually reached. Their favourite videos were so outstandingly fresh and unique, deciding on just one winner simply wasn't possible.

Three films were recognised as joint winners

It was a combination of impressive imagery, amazing copy and upfront courage that took a hold of the jury's attention. All three winning videos succeeded in combining the Pro Carton messages with the power of storytelling in a compelling and individual way.

But it doesn't stop there! Swayed by the amount of effort and thought that went into the ideas that led to the outstanding quality of the videos, Pro Carton decided to increase the prize fund from the original €5000 to €7000. Each winning video maker will now receive €2000 and an additional €500 will be given to the two highly commmended videos.



Here you can find the videos of the winners, highly commended and commended.





Bady Minck:

Making the impossible possible! Crossing a lake on a piece of cardboard. Why not! You just have to be crazy and brave enough to leave the beaten track. That's the only way we can move the world forward and all together find a way to make our planet a place worth living on again. Congratulations on this outstanding video!

Simon Bolton:

This was a brave approach – it set up the argument extremely well and then went onto show that cartonboard is stronger and more mailable than we all might believe. It was a beautifully judged piece of communication and the jury were even impressed with the 'branding' of the boat.



Carton Boat

Winner | Isa Mutevelic Institute | Die Graphische Wien Teacher | Bernhard Comploj

66 Jury comments

Bady Minck:

Here, a mysterious, imaginative world is created before our eyes, poetically showing us the world from a new perspective and proving how the very small is connected to the very large.

Simon Bolton:

There is an almost "Harry Potter" like setting that draws the viewer into the story and takes one on a mysterious journey. It clearly extols the values of cartonboard but does so in a special manner that helps the viewer initially join in a little place but eventually see a bigger world, 90 seconds later. There is a wonderment in the storytelling that was difficult to ignore!



Packaging For A Better World

Winner | Eve Pitt

Institute | University of Surrey Teacher | Susan Pratt

66 Jury comments

Bady Minck:

An original video that sharpens our perception and gives us new ideas. It's beautiful how this video shows us how we can use VR to track down important components of our everyday lives and, by seeing things more clearly, re-envision our daily actions in so many smarter and more sustainable ways.

Simon Bolton:

Shot through the lens of a futuristic protagonist the viewer is drawn into the story as to why we should consider cartonboard. The film is carefully split over three different stages to carry different communication messages. The final vignettes were beautifully produced and major brand owners should be pleased to see how their brands are captured and presented. VR was the platform but the message was expansive and captivating.



OPTICARTON || The vision outside the box

Winner | Silvia Baldo and Olimpia Bonvecchio Institute | IAAD - Bologna

Fillær

Do you have to buy a whole 1kg bag of wall putty, plus equipment for mixing and spreading, just to fill a few holes or seal one crack? "Fillær" has an all-in-one solution contained in a disposable carton. "Fillær" contains 330g of putty, enough to fill 10 holes. It features ingenious perforations which convert it into a bowlshaped container with an ergonomic grip, plus a handy spatula tool to use for spreading. Dry putty can be mixed with water in the packaging, which is made from 300gsm cartonboard. The slant incorporated in the spatula makes it easy to scrape off excess material. "Fillær" is made exclusively of cartonboard without plastic, which enables eco-friendly disposal. One purchase for a sustainable one-off filling job!

Name of Entry | Fillær Designer | Kim Bujak, Giulia La Spina and Suh-Kyung Choi

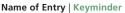
Institute | Muenster School of Design/FH Muenster

Lecturer | Prof. Dipl.-Des. Steffen Schulz



Keyminder

"Keyminder" not only serves as secure packaging for new padlocks and keys, it also includes a tear-off label for spare keys. This paper-based blister packaging completely avoids plastic waste through its innovative cartonboard design. Once opened, "Keyminder" allows you to label your unused spare keys with a tag that is part of the packaging and is already attached to the key ring. The label can be detached from the packaging and marked up as you open the packet.



Designer | Jonas Riedel & Maureen Lantinga Institute | Muenster School of Design/FH Muenster

Lecturer | Prof. Dipl.-Des. Steffen Schulz



Woolen Yarn Pack

This project consists of a series of carton packages that visibly display four different types of woolen yarn. The wools were selected from different animals and have an image featured on each carton: a sheep, an Angora rabbit, an Angora goat and an alpaca. The packaging stores the woolen yarn balls neatly in sets that are identifiable by the animal image on the outside of the pack. The carton has slits cut into it that prevent the end of the woolen yarn from being lost. The packaging is created in an ecological material, cartonboard, which has a good impact on the environment. The solid construction enables you to keep your woolen yarns separate whilst in storage.

Name of Entry | Woolen Yarn Pack

Designer | Marta Simon

Institute | University of Science and Technology

in Bydgoszcz

Lecturer | Anita Szymankiewicz, MA





Pencil Organiser

The concept of this packaging for pencils is that it converts into an organiser stand for secondary use. This transformation takes place by separating two of the connected parts which creates a large central area for storing other stationery, as well as the pencil storage slots on the outside. You can even re-fold the packaging to the way it was preorganiser and carry it with you. The design of this packaging protects the pencils when packed and when they are opened and in use. The stand provides a fixed position for your pencils, they are easily accessible and are protected by the packaging. Consumers, especially children, can organise their workspace and use their pencils with ease.

Name of Entry | Pencil Organiser Designer | Nadya Dzhugan Institute | KSADA – Kharkiv State Academy of Design and Arts Lecturer | Olga Ganotskaya



Holdie

"Holdie" is a carton packaging design that makes it easier to apply cosmetic products, such as nail varnish. "Holdie" can be used when you don't have a steady surface to work on or are on the move – in the car, in bed, sitting in a chair or any environment with an unstable surface. "Holdie" will not spill your product if there is a sudden movement. "Holdie" is easily created by folding the packaging as indicated.



Name of Entry | Holdie Designer | Fazıla Müberra Kaya Institute | Gazi University Lecturer | Gezin Burçak Özkan

Konditorei Reschinsky

"Konditorei Reschinsky" is a praline pack design for a small Austrian confectioner. A key focus of this packaging is its recyclability – the packaging is refillable and can also be used to store jewellery. The visual design is based on sharing special moments with loved ones and also taking special moments for yourself! The design, printed on wrapping paper, showcases the confectionery. Printed on the inside of the packaging is information about the praline and the confectioner. The packaging is made from cardboard, lightweight SnapPap paper and superglue. The drawers which nestle gently back into their original position do so with mini magnets.

Name of Entry | Konditorei Reschinsky Designer | Lena Gundacker Institute | New Design University St. Pölten Lecturer | Ulrike Pötschke















by Dr. Janet Shipton:

The "Frame it" design is clever because it provides an additional use. The packaging protects the frame and is also very simply but cleverly designed with a stencil that can be used to hang the product. I really liked the thinking behind the design and the execution which was carried out in a very simple way.



Frame it

"Frame it" offers all-round protective packaging for your picture frames and several handy features to help you hang your frames perfectly each time, with minimum effort. "Frame it" includes a unique detachable template, which enables you to position your new frame with ease. Integrated glue dots let you test-hang your frame template, without marking your wall.

No need to grab a measuring tool, "Frame it" features its own ruler. Once positioned correctly, a highlighted centre dot marks exactly where you should place your nail. Detailed instructions are marked on the packaging. Nailed it! Now, go ahead and "Frame it"!















by Jean-René Truttmann:

The jury was excited to award "Herbix 1-2-3" with the Newcomer's Award because the product design is very good and the structure of the pack has been very well thought out. It has 3 levels of dosage, an easy push mechanism which really makes for a pleasant consumer experience and the pack is sustainable. In the herb section at the supermarket, most containers are made from plastic, but this one is 100% paperbased. 🥦

Herbix 1-2-3

Do you ever find it difficult to sprinkle enough herbs into your food whilst cooking? Or do you suddenly find you have half of the container of herbs in your cooking pot? With this new and improved design for herb packaging, those problems could be a thing of the past.

"Herbix 1-2-3" has three different dosage levels to make it easier for you to spice up your food. This new design incorporates an easy push mechanism that slides up to pour a variable dose of your favourite spice mix and then easily slides back down again to secure the "Herbix 1-2-3" package for safe storage. The shape of the "Herbix 1-2-3" container fits naturally into your hand and also provides efficient storage in your spice rack.













Institute | University of Lapland Lecturer | Milla Johansson



by Philipp Freymüller:

"Eco Seal" is a great example of packaging that tackles and solves a problem. At first the clip looks quite ordinary but on closer inspection you see the benefits that this little clip offers. It is environmentally friendly, natural fibre based, can be easily recycled, is reusable and seals the product in a bag perfectly well! A great idea that is designed to use less of our scarce resources and lower the amount of waste we produce. ??

Eco Seal bread bag closer

"Eco Seal" is an innovative and ecological way to keep a bread bag closed and the bread tasty. It holds the bag opening tightly by means of a triangular ridge design which is enclosed by two cartonboard sides. A closing mechanism pushes through a hole in one side, holding "Eco Seal" together.

Consumers buy huge amounts of bread in bags every year and these bags often have a closure made from plastic or metal. The idea of creating a more ecological bread bag seal inspired the creation of "Eco Seal".













Institute | Salesians Sarrià Lecturer | Julio Sáenz de Tejada

66 Jury Comments by Satkar Gidda:

The "Argan Oil Pack" is a lovely piece of carton construction that involves the consumer in the drama of opening the pack to reveal the product inside. The structure of the pack also ensures adequate protection of the glass bottle whilst in transit. **99**

Argan Oil Pack

This pack has been designed to protect the bottle of Argan Oil in transit, allowing the product to be delivered by post. The pack features a protection system made up of air pockets.











This year, the partnership with the European design universities and colleges has intensified in a manner which exceeded all expectations. The growing trust placed in the Pro Carton Young Designers Award by the educational institutions is much appreciated and it is re-assuring that the competition, and what it stands for, resonates so strongly with the academic world.



Horst Bittermann, President Pro Carton

Again, more universities and colleges have participated this year and for the first time, more than 100 institutions were involved, with over 640 entries, also a record. In addition, under the umbrella of the Pro Carton award, ten countries are also giving out national prizes underlining the importance of the competition. So, thanks to the respective organisations in Austria, Belgium, France, Germany, Italy, the Netherlands, Romania, Spain, Turkey and the UK that are helping to further extend the reach of the competition.

Face-to-face teaching proved almost impossible this year which hit the design schools particularly hard, since the development of personal creativity is based on as much spontaneous exchange as

possible. All the more gratifying that we were able to offer valuable platforms with the Pro Carton Young Designers Award and the Pro Carton Student Video Award, particularly for the lecturers who are often having to invest considerable extra hours in these times of distance learning.

The Pro Carton Student Video Award was launched last year and really started to gain momentum in 2021 with 79 entries being received. Students are invited to produce a short video that communicates the benefits of cartonboard and folding cartons in an original and compelling way. The variety and creativity of the videos was stunning.

Many lecturers are making the design or video project a regular part of the curriculum to create a valuable learning experience. The students can work online while complying with the necessary safety measures at the same time. It's good to know that our awards are stimulating students all over Europe in these difficult, unpredictable times.

The five winners of the Pro Carton Young Designers Award won a four-day trip to Austria to visit an MM board mill and gain practical training at MM Packaging, Europe's largest folding carton producer − a unique and memorable experience. The winners of the Pro Carton Student Video Award shared a cash prize of €7000. Perhaps as important for them all is the international publicity, recognition and kudos that winning one of these awards brings.

We will be running both competitions again in 2022 and entry details, as well as the support we offer, can already be found on the Pro Carton website.

Pro Carton Young



Pro Carton Student



Horst Bittermann, President Pro Carton

September 2021



PS. You can find everything and more on www.procarton.com as well as the various social media platforms – Facebook, Twitter, Pinterest, Instagram and LinkedIn: Please share, like and follow!

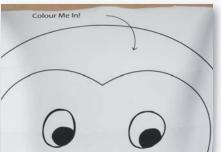












Institute | Nottingham Trent University Lecturer | Max Pownall



by Dr. Janet Shipton:

I really like the design of the "Roll-Up Selection Box" because through clever construction, it removes the need for a plastic fastener, which has always been a problem in this market. Not only is the plastic component removed but the design creates a really interactive way of opening the selection box. All in all, a very smart piece of packaging design that solves an issue through great design thinking and execution.

Roll-Up Selection Box

The "Roll-Up" is an inventive take on your regular Christmas selection box, which challenges the huge amount of packaging used in traditional boxes – and injects some fun. It is designed to be pulled open like a cracker – the top contains a purple ribbon with a snapper that recreates the bang of a cracker when pulled apart.

The "Roll-Up" unravels to reveal the chocolates which are held in a weave on one single side of cartonboard. The decorative design inside can be modified to suit different age ranges. QR codes hidden underneath the chocolates direct the consumer to tailored activities.