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## UK-developed packaging wins big at the European Carton Excellence Award

*Carton converters from the UK scooped top awards at 25<sup>th</sup> edition of Europe's most prestigious carton award scheme*

The UK's packaging industry is leading the way in developing some of the world's most creative, sustainable pack formats, judging by its success at this week's European Carton Excellence Award where three leading businesses collectively scooped six awards.

*Graphic Packaging International* scored a hat-trick, winning the Save the Planet award; the Food & Drink, Virgin Fibre category award and a Platinum award. Another supplier with UK-based design resources, *WestRock*, won the Public Award and a Platinum award while *Essentra Packaging* won a Gold award.

For the award's 25th anniversary, the winners were announced during the virtual 2021 Carton Awards E-vent ceremony on 6 September, co-hosted by Pro Carton - the European Association of Carton and Cartonboard Manufacturers - and the European Carton Makers Association (ECMA).



*Save the Planet winner: PaperSeal® MAP Tray Burger Solution*

The highly-sought-after Save the Planet award was presented to *Graphic Packaging International* for the PaperSeal® MAP Tray Burger Solution. Using board from *BillerudKorsnäs*, the pack reduces the use of single-use plastic by 80%, providing an environmentally friendly alternative to traditional MAP trays. The innovative tray features a one-piece cartonboard blank that is hermetically sealed to reduce leaks and contamination, and to keep it fresher for longer to minimise food waste.



*Food & Drink, Virgin Fibre winner: Mergulo Cashew Nut Butter Carton*

*Graphic Packaging International* also achieved a win in the Food & Drink Virgin Fibre category with its Mergulo Cashew Nut Butter Carton. The carton is made from recyclable and biodegradable polyethylene-free board from *MM Board & Paper*. The design uses a one-piece construction that optimises sheet usage, reduces waste and is supplied flat to cut CO<sub>2</sub> emissions in transit.



*Platinum award winner: The Tomato Stall Punnet*

*Graphic Packaging International* completed the hatrnick of wins with a Platinum award for the Tomato Stall Punnet, made from board from BillerudKorsnäs. The fully recyclable pack delivers a sustainable packaging option, preventing damage to the tomatoes inside and avoiding food waste. The strategically placed cut-outs enable the consumer to see the product inside but are small enough to maintain structural integrity.

Tom Garsed at *Graphic Packaging International* said: “The European Carton Excellence Award never fails to disappoint, and this year was better than ever for *Graphic Packaging International*! We are incredibly proud of the hard work the whole team has put into creating these game changing designs which lead the way for a more sustainable future. Winning the Save The Planet award is a real highlight for us as it reflects the company’s shared goal for sustainability and the use of cartonboard.”

Elsewhere, *WestRock* – who also took home the Champions’ Trophy winner for the most Carton of the Year awards over the last 25 years – scooped the Public Vote award. Smarties’ ‘Giant Hexatube’ is made entirely from cartonboard, replacing the plastic cap and plastic shrink seal in the previous Smarties

packaging, saving the environment from over 100 tonnes of plastic per year. The pack is one of *WestRock's* most technically difficult to produce due to high levels of cutting and creasing accuracy, which ensure the product can be filled consistently at high speed in the factory and its tamper evidence function is not hindered.



*Public award winner: Smarties Giant Hexatube*

Ian Lloyd at *WestRock* said: “We are proud to have been crowned a European Carton Excellence Award winner by the public. Their votes and the popularity of the new Smarties pack has demonstrated the huge demand for better, more sustainable packaging. Cartonboard is the future, and we’re proud to have these two awards against our name.”

The company also scooped a Platinum award for its Cluster-Wing™ entry - a carbon neutral and recyclable cartonboard alternative to single-use plastic wrap for multipack cans. 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.



*Gold award winner: Exentrique Facial Cleanser*

Finally, *Essentra Packaging*, took home a Gold award for its entry, Exentrique Facial Cleanser. The one-piece pack is made entirely from cartonboard and is coated with a mix of soft touch and gloss varnishes making it very tactile.

Tony Hitchin, General Manager of Pro Carton said: “The 2021 European Carton Excellence Award has been outstanding - what a way to celebrate its 25<sup>th</sup> anniversary! Convertors from the UK have shown yet again that they are leaders in innovative design that is both beautiful and sustainable.”

All the winners of the European Carton Excellence Award 2021 can be found here: <https://www.procarton.com/awards/carton-excellence-award/2021/>

## Ends

Find hi-res images at: [\[Flicker album\]](#)

For more information on the benefits of carton and cartonboard, visit [www.procarton.com](http://www.procarton.com) or join the discussion on social media:

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### Notes to editors:

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### 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](http://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 Cardboard

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