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Pro Carton's Museum of Brands exhibition re-opens

Pro Carton's collection of award-winning cartons is now back on show at the Museum of Brands in Notting Hill, London.

The winners of Pro Carton and ECMA's European Carton Excellence Awards 2020 are now back on display at the Museum of Brands after the exhibition was cut short due to the national lockdowns. Extended for a further three months, visitors to the museum will be able to view the collection of 21 innovatively designed cartons, including the winners of the Save the Planet Award, the Innovation Award and Van Genechten Packaging's Roku Gin pack which won Carton of the Year.



Carton of the Year: Roku Gin



Save the Planet winner: Eco Fit Lid



Innovation winner: Re-Fruiter Tray

For the first time, visitors will be able to take home a free copy of the 2020 awards brochure which gives more details on each exhibit as well as the first ever virtual Carton E-vent & Awards ceremony which took place on 7 October 2020.



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The Museum of Brands is home to over 12,000 exhibits from iconic, internationally renowned brands spanning from the Victorian era right up to the modern-day. The museum features temporary exhibitions, talks, webinars and workshops, which aim to create debate and examine the role of brands in history and the modern world.

Liam Montgomery, Museum Manager Museum of Brands said: “We are delighted to reopen open our doors and welcome visitors once again. We hope that the extension of the exhibition will give the innovations on display the exposure they deserve and delight our visitors this summer. With the events of the past year, Pro Carton’s messages around sustainability and saving our planet have never been more significant and so we hope that this exhibition will do its bit to continue the conversation.”

Tony Hitchin, General Manager of Pro Carton, concluded: “We are very pleased to announce the reopening of Pro Carton’s exhibition at the Museum of Brands. After a very difficult start to the year, we are delighted that visitors will finally be able to see the European Carton Excellence award-winners in real life. As we look forward to this year’s awards which will be presented in September, we hope that the reopening of the exhibition will further raise awareness of the sustainability and aesthetic beauty of cartons.”

The exhibition will be running for 3 months following the opening on the 17 May. The Museum is open 7 days a week. To visit the exhibition, click here for tickets: <https://museum-of-brands.arttickets.org.uk/>

Ends

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

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>

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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

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:





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PACKAGING FOR
A BETTER WORLD

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