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Pro Carton's Museum of Brands exhibition has re-opened for the third year

The latest collection of award-winning cartons has gone on display for the third year at the Museum of Brands in Notting Hill, London.

For the third consecutive year, the Museum of Brands in London will feature an exhibition that showcases the best innovations in sustainable packaging. Celebrating the 25th anniversary of Pro Carton's European Carton Excellence Award, the display will feature this year's winning entries – a total of 18 exquisite, creatively designed cartons that are helping brands move towards a circular economy.



Having received their accolades during the 2021 Carton Awards E-vent on 6 September 2021, the winners of the Save the Planet Award, the Innovation Award, and the prestigious Carton of the Year Award - which was won by Bodegas Balsamic by Durero Packaging - will all be included in the exhibition which runs for three months.



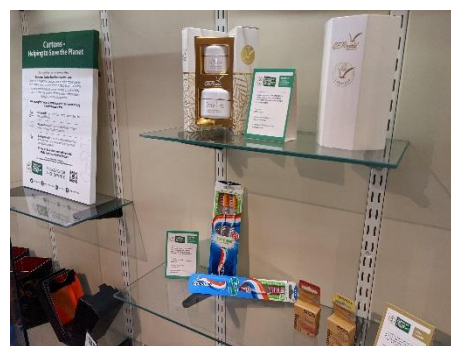
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Carton of the Year: Bodegas Balsamic



Museum of Brands display

Free copies of the 2021 awards brochure are available for visitors to take home, detailing more information on each entry, as well as highlighting the successes of Pro Carton's Young Designers Award and the Student Video Award winners. Much like the European Carton Excellence Award, these two student-focused initiatives aim to highlight the environmental credentials of cartons and cartonboard, whilst inspiring young people and the next generation of designers.



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European Carton Excellence Award Winners 2021 display at the Museum of Brands

The Museum of Brands is home to over 12,000 exhibits, showcasing internationally renowned brands, packaging, and advertising campaigns which have shaped brand history over time, spanning from the Victorian era right up to the modern day.

Natasha Facey, Museum Duty Manager and Officer at the Museum of Brands said: "It is great to welcome Pro Carton's excellent exhibition back for a third year, where visitors can see the 2021 award winners on display. It's particularly exciting to host the winning cartons this time round as it marks the 25th anniversary of the ECEA Awards! Packaging plays a huge role within a brand's image, and this collection truly demonstrates how brands can achieve this whilst also helping to save our planet, delivering a key message about the importance of sustainability too."



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Tony Hitchin, General Manager of Pro Carton, concluded: “We are delighted to return to the Museum of Brands where this year’s best cartonboard packaging is on display. After a challenging year, visitors can join us in celebrating incredible innovation in environmentally-friendly carton packaging. We hope that the 2021 collection inspires visitors and raises as much awareness as possible about the future of sustainable packing for the products we all love!”

The Museum is open seven days a week, click here for tickets: <https://museum-of-brands.arttickets.org.uk/>

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157720013666010>

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](https://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:

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.



PRO CARTON
PACKAGING FOR
A BETTER WORLD

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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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