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That's a wrap! Last chance to enter Pro Carton's Student Video Award 2021

Students have until 25 June to submit their creative videos to the Student Video Award

The deadline to enter the second edition of the Student Video Award is fast approaching, with students encouraged to finish editing their videos and submit them to Pro Carton prior to 25 June for their chance to win the €5,000 prize.



The [Student Video Award](#) challenges young talent to create a short movie, up to two and a half minutes in length, that highlights the benefits of cartonboard packaging.

The competition, which made its debut last year, proved to be a huge success and received entries from 13 different countries across Europe. The competition is expected to be even more fierce this year as students can take the lead from last year's winners which promoted cartonboard in innovative ways - like using the ASMR technique and by following a day in the life of a talking carton!



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The winning entries of 2020

Tony Hitchin, General Manager of Pro Carton, said: “We are delighted that our judges this year include an advertising guru, Simon Bolton, and an international film producer, Bady Minck. The competition appeals to media and marketing students as much as it does to film and animation students so it’s great to have an advertising expert who has worked for Ogilvy & Mather, JWT and WPP on our panel. The judges will have a hard job to select a winner, indeed, last year two entrants shared the prize fund. Cartons have so many features and benefits. The environmental benefits are fairly obvious – cartonboard is renewable, recyclable and biodegradable - but it will be interesting to see if entrants consider some of the marketing advantages that carton packaging offers.”

Guides to help students working at home that wish to enter the Student Video Award are available on the Pro Carton website: <https://www.procarton.com/awards/pro-carton-student-video-award/2021/student-video-award-current-situation/>

To enter the Student Video Award, please follow the link below:

<https://www.procarton.com/awards/pro-carton-student-video-award/2021/entry-form/>



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Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157718663768106>
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>
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.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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Is cartonboard the same as cardboard?



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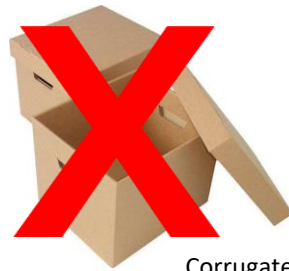
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Cardboard is a generic term and, whilst cartonboard is a type of cardboard, it is different from 'corrugated cardboard' which is a firmer, heavy-duty paper-based packaging commonly used for transport (like Amazon parcels). In contrast, Cartons are 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