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## Lights, Camera, Action! Winners of the Pro Carton Student Video Award are announced

The winners of the Pro Carton Student Video Award were announced during the virtual Carton Awards E-vent on Monday, 6 September.



The only award of its kind, the Student Video Award challenges European students to make short movies that explore the benefits of cartonboard as a packaging material. Now in its second year, the 2021 competition attracted 79 high quality entries from 17 countries across Europe.

The expert jury was comprised of experts from the advertising, film and cartonboard industries. Among them was advertising guru Simon Bolton, who currently sits on the boards of esteemed Scandinavian agencies such as EVERLAND, Kontrapunkt and Kapero. He was joined by award-winning film director and CEO of film production company AMOUR FOU Luxembourg, Bady Minck, as well as Tony Hitchin, the general manager of Pro Carton.

The panel had the difficult decision of reviewing the impressive videos and choosing the very best. The staggering quality of entries meant three worthy winners were chosen for the top spot this year, each winning €2,000. An additional two were 'highly commended', receiving €500, while a further six were 'commended'.



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*'CARTON BOAT' by Isa Mutevelic*

The first winner was Isa Mutevelic for his innovative 'CARTON BOAT' entry. The Austrian student, who attends Higher Graphical Federal Education and Research Institute in Vienna, set out to demonstrate the strength of cartonboard and the endless possibilities it presents. After explaining his idea of making a boat from cartonboard and receiving nothing but disbelief and criticism, Isa proved them all wrong by making a cartonboard vessel named 'Cartonic' and rowing it across a lake.



*'OPTICARTON - The vision outside the box' by Silvia Baldo and Olimpia Bonvecchio*

Italian students attending IAAD – Bologna, Silvia Baldo and Olimpia Bonvecchio, also shared first prize with their 'OPTICARTON - The vision outside the box' video. The engaging entry was filmed from a first-person perspective and showed an individual putting on a pair of vision-transforming cartonboard goggles. The film portrayed three missions, each highlighting an advantage of cartonboard - such as its recyclable and renewable nature. After completing the game, the viewer was requested to 'pass the vision' by giving the 'goggles' to someone else.



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*'Packaging For A Better World' by Eve Pitt*

Finally, Eve Pitt from the University of Surrey was also announced as a winner for her video titled 'Packaging For A Better World', which was inspired by Pro Carton's tagline. The entry showed a man in his workshop using cartonboard to craft a beautiful natural environment consisting of waterfalls, rocks and trees. It delivers the message that by using sustainable packaging materials, we can create a better planet to live on.

**Tony Hitchin, General Manager of Pro Carton, said:** "We were delighted with the success of this year's Student Video Award as the volume of entries and the number of universities participating has increased massively since its debut last year. It's great to see so many students across the continent rising to the challenge and really thinking outside of the box. The diversity of entries was fascinating as they all contained different ideas and explored a variety of concepts using a unique filming style, which made for very enjoyable watching."

To watch the winning entries, please follow the link: **INSERT LINK**

**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:

Follow Pro Carton on Twitter: [www.twitter.com/pro\\_carton](https://twitter.com/pro_carton)

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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](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:

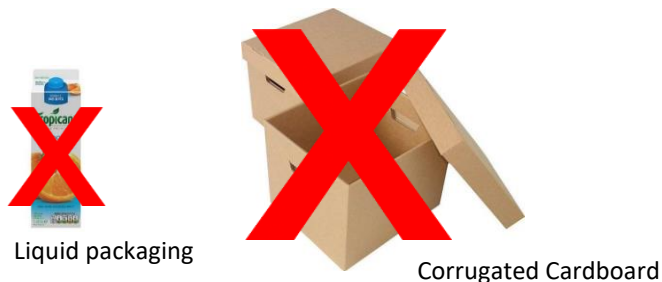


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#### Is cartonboard the same as cardboard?

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:



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