



PRO CARTON
PACKAGING FOR
A BETTER WORLD

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Final Call to enter the Pro Carton Young Designers Award 2021

*To enter the competition, students must submit their innovative packaging designs to
Pro Carton by 21 May*

The deadline to enter Europe's leading young packaging design competition is rapidly approaching, with Pro Carton, the European Association of Carton and Cartonboard Manufacturers, encouraging budding new talent to enter their cartonboard designs before 21 May, when the competition closes.



For the past 17 years, the Pro Carton [Young Designers Award](#) has promoted innovation and demonstrated the uniqueness of cartonboard – the most sustainable form of packaging¹. Each year builds upon the success of the previous, with the 2020 awards receiving over 550 entries from 25 different European countries – despite the pandemic.

¹ The Importance of Sustainability in Packaging: Major brand owners and retailers in 5 key European markets speak up, Pro Carton (2017)



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The competition is expected to be even more fierce this year, as students have had plenty of time during lockdown to master their innovative designs. And there is also the grand prize of a trip to Vienna up for grabs!

A total of five winners will be announced, one for each category: Creative Cartonboard - Food & Drink Packaging; Creative Cartonboard - General Packaging (excluding Food & Drink); Creative Cartonboard Ideas (non-packaging); Save the Planet; and the Newcomer's Award - which highlights the creativity of students from a university that hasn't previously won. The successful designers will get the opportunity to explore Austria's capital city, as well as receive practical training at one of Europe's largest carton companies, Mayr-Melnhof Group.



The winning entries of 2020



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Tony Hitchin, General Manager of Pro Carton said: “Entries to the Young Designers Award never cease to amaze me; there’s so much creativity and innovation in every single design, it’s truly wonderful to see. We’ve always been passionate about engaging with a younger audience as they will be the ones that will dictate the future of sustainable packaging design in the years ahead, and we are genuinely excited to see what they come up with this year.”

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

To enter the Young Designers Award, please follow the link below:

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

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157718663828866>
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?



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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