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Public voting is open for the Pro Carton Young Designer Award 2021!

The public are invited to crown the best designer of 2021 as competition reaches record number of entries

Public voting is now officially open for Europe's leading annual packaging design competition for young talent, the Pro Carton Young Designer Award 2021. Voting closes at the end of August, with the winner announced during an on-line virtual celebration on 6 September 2021.



The competition continues to grow and despite the challenges presented by the pandemic 2021 was no different. This year there were a total of 643 entries, a fourfold increase from just five years ago. 109 schools and universities across 22 European countries took part in the long-standing award programme, which first started in 2004.

The winner of the public vote will win an iPad whilst the judges' five favourites will be invited on a trip to Austria where they will receive practical training at one of Europe's largest carton companies, Mayr-Melnhof Group. To vote for your favourites simply visit the Pro Carton [website](#).



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Potted Herbs by Andrew Skovdahl



Woolen Yarn Pack by Marta Simon

Tony Hitchin, General Manager of Pro Carton, said: “It is astounding how much the competition grows every year and yet again I’m blown away by the number and quality of entries. The awards engage our younger audience and celebrate the very best upcoming talent – producing some really creative ideas without having to worry about operational feasibility or costs. And with even more entries, the judges have a tough decision on their hands! But it’s not just the judges that have the final say as the public voting is now open. With a strong sustainability message, we hope these shortlisted designs are an inspiration and demonstrate the never-ending capabilities of cartonboard.”

Ends

Find hi-res images at:

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

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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:



Liquid packaging



Corrugated