



CARTON OF THE YEAR  
AWARDED TO  
\_\_\_\_\_

PRO CARTON / ECMA COMPETITION 1997  
JURY REPORT

## FOREWORD

PRO CARTON and ECMA are pleased to announce the results of the first pan European Carton Competition. Objective of the competition is to demonstrate outstanding examples of cartons which fulfil one or more of the following packaging requirements:

- design
- point-of-sale communication
- product information
- product protection
- convenience
- machinability
- logistics
- environmental compatibility.

The winning entries included in this brochure, clearly reinforce the position of cartons as an indispensable marketing tool, serving packer/fillers, retailers and consumers.

The PRO CARTON/ECMA Carton Competition 1997 attracted 81 entries from 38 companies of 12 different nationalities, and these were submitted to a jury consisting of three experts in the field of packaging technology, design and applications. The jury was chaired by Prof. D. Berndt from the Technical University of Berlin, Germany, who was assisted by Prof. J.M. Dirken of the Technical University Delft in The Netherlands and Mr. L. Wallentin of Nestlé Europe from Switzerland. The winners were announced at the Gala Dinner held at the ECMA Congress in Istanbul on 26 September 1997.

PRO CARTON and ECMA are convinced that the Carton Competition will greatly enhance the position of cartons as the preferred packaging solution for a wide variety of new and existing products.

On behalf of  
PRO CARTON,

Uwe Franck,  
Managing Director

Brussels/The Hague,  
September 1997

On behalf of  
ECMA,

Mans Le Jeune,  
General Secretary

## THE JURY



**Prof. Dipl.-Ing D. Berndt** (chairman) is the initiator and principal of the faculty Packaging Technology and Chief Partner in Berndt & Partner, the Packaging Institute, both at the Technical University of Berlin (D). Among many other things, he is a

former president and member of the board of directors of the European Packaging Federation (EPF), chairman of the German Packaging Institute (DVI), advisor of the working group Packaging at the German standardisation institute (DIN) and chairman of the German packaging competition. He is the initiator and leader of the round table discussion on packaging and the environment in the Berlin area. Formerly, Prof. Berndt was also member of the Advisory Board of the well known Fraunhofer Institute, the Institute for Food Technology and Packaging in Munich. Prof Berndt is the editor/author of 4 publications on packaging and is a regular contributor to a number of food and packaging magazines. His ca 50 research studies include a wide variety of packaging related topics.



**Prof. dr. dr. J.M. Dirken** Eur. Ing. is dean of the Faculty of Design, Engineering and Production of the Delft University of Technology (NL), and has been involved as professor of Industrial Design Engineering, teaching a.o. Human Factors and Package Design

since 1972. He is a former president of the Dutch Consumers' Organisation. He also is a regular Jury member of various competitions in product innovation and package design and until recently, the Jury Chairman of 'De Gouden Noot', the annual national packaging competition organised by the Dutch Packaging Association (NVC).



**Mr L. Wallentin**, of Swedish nationality, has worked at the Nestlé Headquarters in Vevey (CH) for the past 33 years. He has a technical background and has studied at the Graphic Institute of Stockholm. Responsible for teaching package

design as well as other media, he is presently Assistant Vice-President in the Communications Department dealing with brands such as Nestlé, Maggi, Libby's, Nescafé, Carnation, Friskies and Buitoni. His main task within the Nestlé organisation is to teach branding and packaging in the various Nestlé companies as well as the Nestlé Training Centre at the Headquarters. Mr Wallentin's experience lies within the food sector but, as a guest speaker at art schools, UN and international packaging seminars, he also has experience with other fields. He has written numerous articles on packaging, especially seen from a communication point of view.

## 1997 PRO CARTON/ECMA CARTON COMPETITION GENERAL ASSESSMENT BY THE JURY

The adjudicating panel was very impressed by the number and the wide diversity of the entries. Clearly, the participants often presented their creations in the chosen category with very different approaches in mind. The accent was frequently placed on design, printing, surface treatment, etc. In other cases, it was manufacturing, the technical function and the application that were highlighted. Since the panel could only award a prize to one entry in each group, it was often very difficult to weigh up these different priorities and to make a relative evaluation of the design, printing, external appearance, technique or converting aspects. As the prize-winning entries show, both sets of assessment criteria were taken into consideration.

But it was also observed that some packaging offered excellent individual solutions whilst scoring below average from other angles. These one-sided solutions were not selected. The score awarded for each assessment criterion (design, function, economy, manufacture and ecology) had to be at least good or satisfactory.



Apart from the ten fixed categories, the adjudicators also decided to create two special categories, one for particularly imaginative use of the properties of board, the other for the exceptional characteristics of the printing and the external appearance.

In addition, one carton was picked out from all the entries as the **folding carton of the year**.



#### **SPECIAL CATEGORY**

Surface treatment

**BEST CARTON OF THE YEAR**

#### **BRIEF DESCRIPTION**

Very attractive cartons : gift carton for top-quality spirit.

#### **MAIN REASONS FOR THE AWARD**

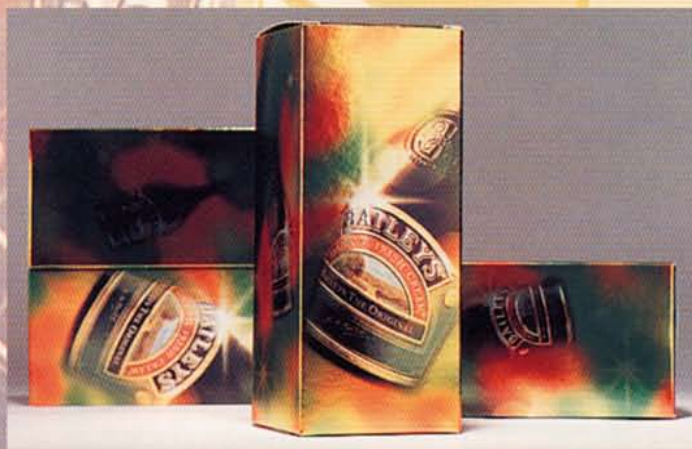
Modern design, using its appeal to try to win over new young purchasers. This aim is successfully achieved through an excellent printing, laminating and embossing technique. The dominant features are the gentle transition between shades, light refraction and clear representation of the world-famous mark, underlined by the corresponding embossing of the board, while the bottle itself is shown only as a soft image in the background. The sample presented highlights the possibilities still to be found in printing technique and surface treatment.

#### **ENTRY**

Client  
Packaging designer  
Graphic designer  
Folding carton  
manufacturer  
Board supplier

#### **: BAILEYS IRISH CREAM 70 CL GIFT CARTON**

: I.D.V. Ireland Limited  
: Lawson Mardon Carton  
: SMS Design Alliance  
  
: Lawson Mardon Carton  
: Iggesund, Colthrop  
Board Mill and  
Henry & Leigh Slater



#### **FURTHER REASONS FOR THE AWARD**

Use of a combination of strong boards instead of corrugated board.

## SPECIAL CATEGORY

Use of the properties of board

## BRIEF DESCRIPTION

Folding carton with side opening and closing mechanism, in this instance for confectionery such as peppermint and liquorice pastilles.

## MAIN REASONS FOR THE AWARD

This folding carton, produced from a one-piece blank and glued lengthwise, is cut and creased along the edge to create a side flap allowing the pack to be opened and shut and the pastilles shaken out. This is a very simple dispensing system which makes use of the resilience of board, backed up by the structure of the pack. It is a highly functional technical solution which in itself seemed to be the prerogative of other highly resilient materials such as tin.

## ENTRY

: "SCHIACCIA & SCATTA"  
(PUSH AND CLICK)

Client : Mangini s.r.l.  
Packaging designer : Bianchi Saffapack S.p.A.  
Graphic designer : -  
Folding carton manufacturer : Bianchi Saffapack S.p.A.  
Board supplier : Mead



## FURTHER REASONS FOR THE AWARD

This folding carton can be manufactured on standard carton machines with vertical feed, without altering either formats or tools, at normal high speeds. The graphic design logically highlights this new exclusive opening and closing system. The carton is also suitable for other products in the form of granules.

## CATEGORY

Cereal products & dried foods

## BRIEF DESCRIPTION

Carton with incorporated shaker and closure system. In this case, for quick-frozen chopped onions for sprinkling.

## MAIN REASONS FOR THE AWARD

The carton can be erected, filled and closed by the packer/filler company using a single pre-glued blank on standard machines. The incorporated shaker and closure mechanism is revealed by a perforated lid (originality). Repeated opening and closing actions are functionally sound, with easy, problem-free dispensing.

## ENTRY

: "LA VALLE DEGLI ORTI", APRI E CHIUDI

Client : Nestlé Italiane S.p.A.  
Packaging designer : Bianchi Saffapack S.p.A.  
Graphic designer : -  
Carton manufacturer : Bianchi Saffapack S.p.A.  
Board supplier : Iggesund



## FURTHER REASONS FOR THE AWARD

The solution is economical for carton manufacturer and packer alike, and very easy to use for the consumer. The design is clear and unambiguous. The use of a single material, not always common in systems of this kind, is environment-friendly. This carton with its incorporated shaker and closure system is suitable for the most diverse range of products for sprinkling or pouring.



## CATEGORY

Fresh and frozen foods

## BRIEF DESCRIPTION

Multipurpose pre-glued blank in several board thicknesses that can be erected simply and rationally to form a functional carton. Intended preferably for packing fresh fruit and vegetables as a replacement for traditional alternatives made of board, wood or plastic.

## MAIN REASONS FOR THE AWARD

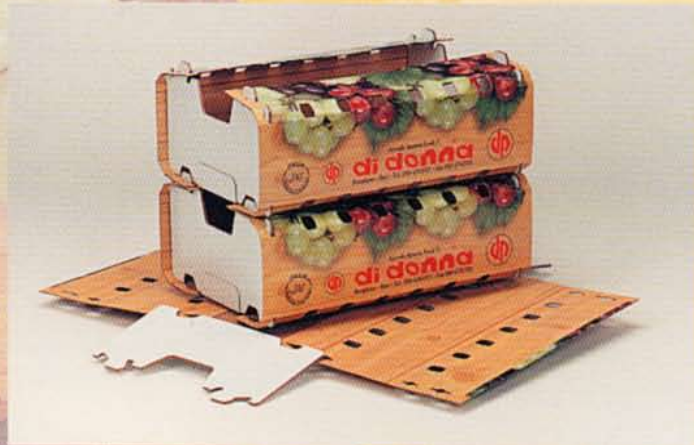
The decoratively preprinted blank is glued, in accordance with the physical constraints, to one or two layers of solid board - subsequently to become the weight-bearing structural elements - so as to provide a flat blank for delivery purposes. This blank can be erected, filled and closed manually or mechanically by the packing company. With its meticulous printing, its original design and its structure adapted to the products in mind, this carton offers new ideas to stimulate what is in itself a conventional market.

## ENTRY

Client  
Packaging designer  
Graphic designer  
Carton manufacturer  
Board supplier

## : VERTIPACK

: Eredi Pietro di Donna  
: Riverwood International  
: Riverwood International  
: Riverwood International  
: Riverwood International



## FURTHER REASONS FOR THE AWARD

The solution is economical and rational for packers, logistics and shops and practical for the consumer. It meets the requirements of the goods to be packed, such as crushing resistance, ventilation and the possibility of refrigeration, and those of transport and storage, thanks to its stackable modular structure. The system can be adapted to a wide range of products.

## CATEGORY

Confectionery

## BRIEF DESCRIPTION

Box and lid made of board, with integrated internal compartment, intended preferably for small products of the same size, in this case chocolates.

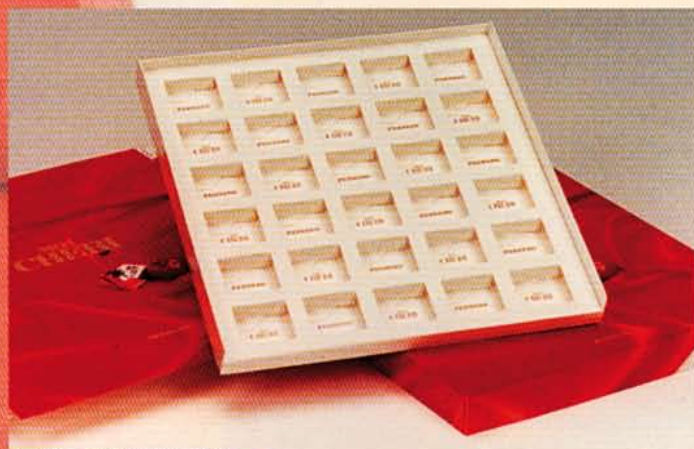
## MAIN REASONS FOR THE AWARD

The base and the internal compartment are made in one piece, which offers greater solidity than models in two or three pieces. In addition, the compartmentalized board base allows various attractive graphic presentations. Boxes in which the formerly plastic internal compartment is replaced by board are not new, but what is striking about this model is its structurally integrated approach, allowing rational and economical conversion on a packaging machine developed for this purpose.

## ENTRY

: **CARTON TRAY  
MON CHERI**

Client : Ferrero S.p.A.  
Packaging designer : Cartotecnica Chierese S.p.A.  
Graphic designer : Ferrero S.p.A.  
Carton manufacturer : Cartotecnica Chierese S.p.A.  
Board supplier : Iggesund AG



## FURTHER REASONS FOR THE AWARD

The design and the quality of the printing meet the most exacting demands.





## CATEGORY

Beverage carriers

## BRIEF DESCRIPTION

Combination pack for bottled beer - assortment of six different beers, with a free beer glass.

## MAIN REASONS FOR THE AWARD

This drinks pack functionally incorporates six bottles of beer and a free gift, in this case a beer glass. It can be rationally printed, cut out and glued. The structure is compact, protecting both the product and the gift. The labels of the different beers are visible and the beer glass can be viewed by opening a pre-cut perforated window. The purchaser's interest is aroused by the printing on the pack and the opening window revealing the gift.

## ENTRY

Client  
Packaging designer  
Graphic designer  
Carton manufacturer  
Board supplier

: **BIERPROEFPAKKET**  
: **HERTOG-JAN WINTER**  
: Interbrew Nederland N.V.  
: Group van Genechten  
: The Communication  
Company B.V.  
: Group van Genechten  
: Mead Coated Board  
Europe AG



## FURTHER REASONS FOR THE AWARD

The high-quality material and the structure, including the cut-out handle and the design of the base, ensure that this drinks pack can be carried home by the purchaser without any problem or any risk to the contents.

## CATEGORY

Other foods

## BRIEF DESCRIPTION

"Menubox" intended particularly for children; can be reused.

## MAIN REASONS FOR THE AWARD

This "Menubox", well suited to the product and attractive to children, catches the eye at the point of sale through its graphic design, its printing technique and its external appearance. It is functional for transport and use, and afterwards offers children absorbing play possibilities.

## ENTRY

: **EFTELING WONDERLIJKE  
KIJKDOOS MENU**

Client : De Efteling B.V.  
Packaging designer : Cartonnagefabriek  
D. Miedema B.V.  
Graphic designer : De Efteling B.V.  
Carton manufacturer : Cartonnagefabriek  
D. Miedema  
Board supplier : Iggesund



## FURTHER REASONS FOR THE AWARD

Fairytale characters, colour-printed and pre-cut, can be saved and reused. This prevents the packaging being thrown away immediately. The scenery, printed in black only inside the carton can be coloured in by children. The concept of packaging and use is clearly based entirely on educational criteria, which is generally not easy but seems to be extremely successful here.

## CATEGORY

Pharmacy and medical products

## BRIEF DESCRIPTION

Single-material board carton with internal compartment for packaging fragile products such as ampoules and phials.

## MAIN REASONS FOR THE AWARD

The carton has a functional structure for the protection of fragile products. It can be produced only in precise and demanding manufacturing conditions. It offers major advantages to the user through its stable vertical format, its secure closure mechanism and easy removal of the products.

# Heparin-Natrium- 25000-ratiopharm

Wirkstoff: Heparin-Natrium

Heparin-  
Natrium-  
25000-  
ratiopharm®

5 Antithrombotika  
25000 I.E.

## ENTRY

### : EINSTOFFPACKUNG FÜR AMPULLEN UND VIALS

Client : Fa. Merckle GmbH  
Packaging designer : August Faller KG  
Graphic designer : -  
Carton manufacturer : August Faller KG  
Board supplier : Stora Paperboard



## FURTHER REASONS FOR THE AWARD

The preglued one-piece blank can be erected, filled and closed automatically at high speeds. The necessary machines already exist on the market. Printing - layout and colour range - is simple and informative, limited to essentials. The fact that it is made of a single material facilitates recycling.

# Natrium- ratiopharm®



Heparin-  
Natrium-  
25000

## CATEGORY

Cosmetics and health

## BRIEF DESCRIPTION

Gift pack - high-quality packaging family - for a bodycare line.

## MAIN REASONS FOR THE AWARD

This packaging line is characterized by creative and sometimes futuristic shapes. It comprises hexagonal and octagonal packs with convex or concave sides and rosette closures. The "autumnal" flavour is provided by offset-printed polyester film with a metallic gold effect, a combination of mat and glossy surfaces, finely structured and precisely depicted leaf veins, and a clever arrangement of shapes. This demanding line of packaging is outstanding for its beauty and the know-how applied in the converting technique.

## ENTRY

### : GESCHENK- VERPACKUNGEN FÜR EINE KÖRPERPFLEGSERIE FÜR DIE SAISON HERBST

Client	: Peter Black Cosmetics Ltd.
Packaging designer	: Carl Edelmann GmbH & W.C.B.
Graphic designer	: Carl Edelmann GmbH & W.C.B.
Carton manufacturer	: Carl Edelmann GmbH & W.C.B.
Board supplier	: Stora Paperboard



## FURTHER REASONS FOR THE AWARD

All the packs are designed for delivery partly pre-glued but flat, to be manually erected and closed only at the packaging stage.



**CATEGORY**  
Appliances and hardware

**BRIEF DESCRIPTION**  
Transport and display packaging for batteries.

**MAIN REASONS FOR THE AWARD**  
This is economical transport and display packaging which, even individually, has sufficient stability for adequate protection of the products - 200 batteries - in spite of their substantial weight. The box, of very strong laminated corrugated board, is opened by simply tearing off a glued flap and lifting up the lid. The batteries, in packets of ten, are clearly visible and within hand's reach. The system is therefore both highly functional and economical.

**ENTRY** : **TRANSPORT UND PRÄSENTATIONS-VERPACKUNG FÜR BATTERIEN**  
Client : Varta Batterie AG  
Packaging designer : Carl Edelmann GmbH  
Graphic designer : -  
Carton manufacturer : Carl Edelmann GmbH  
Board supplier : Stora Paperboard



**FURTHER REASONS FOR THE AWARD**  
Graphic design adapted to the product, comprising the batteries, the separate blister packs and the transport and display packaging.



## CATEGORY

Other non-food

## BRIEF DESCRIPTION

Global packaging and advertising concept in board.

## MAIN REASONS FOR THE AWARD

The prize has been awarded for the clear and consistent advertising line on the packaging - highly diversified cartons -right down to the display. The design is attractive and well adapted to a "vitamin cosmetic range". The choice of colours suits the product. The printing is unencumbered by the considerable amount of information that is legally required, which is all given discreetly but in accordance with the law on the bottom of the carton. The possibility of embossing the board and thus enhancing the visual and tactile impression is cleverly exploited.

## ENTRY

: MYLÈNE VITAMINE  
COSMETIC RANGE

Client : Mylène N.V.  
Packaging designer : -  
Graphic designer : -  
Folding carton manufacturer : Drukkerij Vrijdag B.V.  
Board supplier : Mayr-Melnhof B.V.



## FURTHER REASONS FOR THE AWARD

It is quite obvious here that the packaging is more than an isolated solution. The overall theme is clear throughout.





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