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Pro Carton relaunches website for ‘exciting new era’ of sustainable packaging

Pro Carton, the European Association of Carton and Cartonboard manufacturers, has today relaunched its website www.procarton.com with a refreshed new look under recently appointed General Manager, Winfried Muehling. The updated website provides users with a revamped digital platform designed to showcase the merits of carton and cartonboard as the most economically and ecologically balanced packaging medium.

Along with a new look, improved navigation and enhanced functionality, the website will serve as the go-to-place to learn about the cartonboard packaging industry and its critical role in the circular economy. From information on sustainable forest management to cartonboard and carton production, resource efficiency, unique viewpoints from consumers and brands and the latest news from Pro Carton members, it acts as a central resource to inspire those looking for an environmentally friendly packaging alternative, or simply more information about cartons and cartonboard.

The website will also continue to act as a vital touch point for those interested in entering the annual Pro Carton Awards. Held in association with the European Carton Makers Association (ECMA), the European Carton Excellence Award, honours the creativity of brand owners and carton producers in different award categories. The Pro Carton Young Designers Award and the Pro Carton Student Video Award receive hundreds of entries from students and Universities all over Europe, all celebrating innovation and the environmental credentials of folding cartons and cartonboard.

In addition, www.procarton.com acts as an invaluable resource for those keen to access the latest consumer research and downloadable content to help educate the next generation. From Pro Carton’s Trees into Carton, Carton into Trees (TICCIT) programme, infographics on the credentials of cartonboard and copies of the association’s European Consumer Packaging Perceptions Study, it acts as a collective to encourage positive change for a better tomorrow.



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Addressing some of the biggest challenges facing the packaging industry, the website is intended to help tell the story of cartonboard and demonstrate how cartons and cartonboard can support the EU's ambitious sustainability targets.

Speaking about the new website, Winfried Muehling, General Manager, said: "Our website has always been a key platform to enable us to spread the message about cartonboard, and the new site will give us far greater capacity to do so. As well as a revamping our content strategy, we have refreshed the look and feel to enhance the user experience, so all stakeholders can find the information they need more easily. We're excited to continue diversifying the content available online, reach new audiences and continue to highlight the merits of carton and cartonboard."

To find out more, visit www.procarton.com

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