



PRO CARTON INTERNATIONAL DESIGN AWARD 2004



JURY REPORT



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Introduction by Richard Dalglish, Managing Director of Pro Carton

Pro Carton is the Association of Cartonboard and Carton manufacturers and since its early days has operated both nationally and internationally. Currently it has twelve offices throughout Europe and runs events, conferences and other promotional activities in fifteen countries. Several years ago two countries, Belgium and Spain had the idea to run design competitions to attract concepts from as wide a range of people as possible. These were not limited purely to packaging uses but were open to any ideas that could be made from cartonboard. It soon became apparent that these events were very popular and each year that they have been run, entry levels have grown as have the number of innovative and intriguing designs.

As a result of this, other national offices within Pro Carton also began to run similar competitions and in 2003/4 they were run in no less than eight countries. In view of this growing success it was decided to bring together the winners of the national competitions from 2003/4 and assemble a group of highly qualified judges to select the best in Europe. It was decided to offer prizes in both student and professional categories in addition to award a prize for the most innovative new use of cartonboard.

Judging took place earlier this year and so I am now delighted to be able to present the winners of the awards for 2004.

The judges were so impressed with the overall standard that in addition to the winners they also asked to offer highly commended awards as well. This booklet therefore shows not only the winners and those entries that were highly commended but all the other entries that were brought forward from the national competitions.

I feel sure you will agree with me that we have found some excellent ideas and great innovation. Many of these entries show clearly what can be achieved using cartonboard as a raw material and demonstrate that there are countless good ideas. Pro Carton is trying to offer an opportunity to develop those concepts into reality.

I am of course grateful to all those who entered the national competitions and very much hope that they will continue to do so as we plan to develop and enhance these awards. We hope in 2005 to be running competitions in an additional two countries, bringing the total to ten altogether. We will then bring the winners of all those national competitions into another International event in 2006. My thanks also to the judges whose expertise has lent real credibility to these awards.

We hope to have a new website www.cartondesign.com operating soon and full details will be carried on that site.

Richard Dalglish, September 2004

Judges

Satkar Gidda - Chairman of the Judges is the sales and marketing director of the packaging design company SiebertHead (UK). Having studied business management and marketing, Satkar gained his brand experience during five and a half years at Rowntree Mackintosh, working his way up through several positions including sales, trade marketing and latterly in new product development as Brand Manager. He joined RHM Foods as Trade Development Manager within the newly formed trade marketing function before joining SiebertHead in 1989. There he was appointed a director in 1991.



Josep Maria Fort is a prestigious Spanish architect who began practising as a professional in 1986 and founded his own architecture and design company in Barcelona in 1999. Mr. Fort has always combined his work as an industrial designer and architect with teaching in several subjects in the Universitat Politècnica de Catalunya (UPC). He was also the ADI FAD President since 1999 from 2004.



Dr. Arnold Christian Steinbrecher is Director Demand Side of ECR Austria. He studied Economics at the University of Vienna and had a long and successful career at Unilever Austria in Marketing and Sales Management. He has recently worked for Unilever as Trade Terms Project Manager for International Customers. Since 1998 he has been the representative for Unilever and director Demand Side of the Communications platform for "Efficient Customer Response" (ECR) Austria. Since 2003 he has been Managing Director of ACS - Analysis Creation Solution; Marketing and Sales Consulting. He teaches at the University for Economics Vienna, the University for Marketing & Sales Vienna and Eisenstadt and Graz Universities.



Jef Verplaetse has a PhD in sciences along with an MBA. He is CEO of Van Genechten Packaging which is one of Europe's largest carton manufacturers with operations in several countries. Prior to joining Van Genechten he was Sales director Baxter International Belgium and then Plant general manager of UCB Flexibles Germany and Belgium (now Amcor). He was also worldwide operations manager Raychem Telecom & Energy networks Division (now Tyco International).



Comments from the Chairman of the Judges

It was impressive to see such creative use of carton board, but more importantly, functional creativity. Carton designs that could actually be brought to life and in the hands of consumers - very easily.

The judges took great care in evaluating the concepts from several points of view - not just aesthetics - and detaching the use of any graphics from the evaluation.

I was particularly encouraged by the number of entries from the students and their range of lateral thinking. Many of them looking for ways at making life easier for the consumer.

Whilst the professional entries were fewer in number, the quality was equally impressive.

The challenge I would throw to all, for 2005/6 is, let's make it even harder for the judges. I would like to see many more entries from students and professionals. Show us how creative you are, show us fresh thinking and show us how cartons can help build brands.

Satkar Gidda, September 2004



Winner

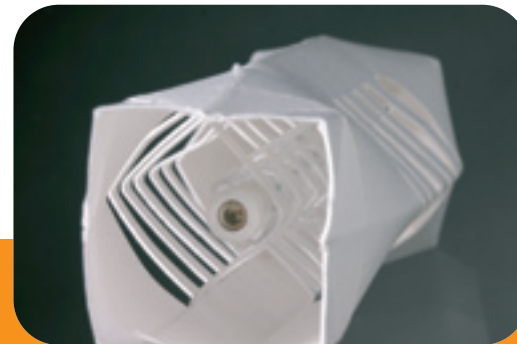
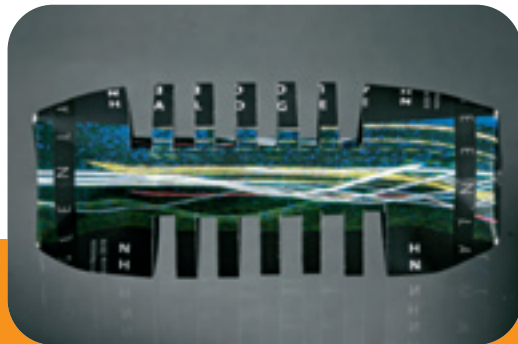
Category - Students

Name: **Mirjam Marissink The Netherlands**

Official Name of the Entry: **Halogen Lamp Packaging**

Jury comments

The jury was most impressed by this design. The power of the simplicity of the package was highly appreciated and this entry stood out because of the very high conceptual and technical quality of the design. Besides this, a new functionality in the use of carton board was shown and the judges were impressed that the interesting shape is made using a simple rectangular shape. The package is both light and strong, two prerequisites for the packed product, in this case a halogen lamp though, as the judges pointed out, this type of constructional design lends itself to many different applications. The intricate cutting pattern transforms a simple piece of cartonboard into a 3 dimensional shape and these cuts form an integral part of the system for holding the contents safe. This student is an asset to the industry and the entry shows once again the versatility of folding cartons.



Winner

Category - Professionals

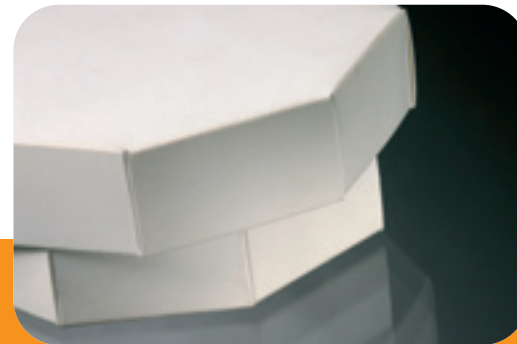
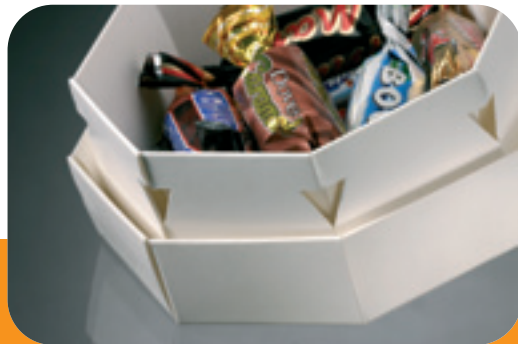
Name: Philipp Prause Austria

Official Name of the Entry: Twist Box

Jury comments

The jury was unanimous in awarding this entry the winners prize. A really new solution for opening and closing a box that is not only intriguing but also works well, consistently.

The design reflects 100% carton technology and an additional point of interest is that there was no glue used for this packaging. The clever folding ensures the carton and lid are structurally strong. The Jury felt that this was a first for the carton industry and shows well what creative ideas are possible with cartonboard. The box could be made in a range of different sizes and this could lead to a multitude of different uses. The surprise element is also apparent and this provides emotional appeal which is now such an important aspect. It is a good gift item and the lid can double as a presentation tray.



Winner

Most Innovative Use of Cartonboard

Name: **Carlos Miles** Spain

Official Name of the Entry: **Abre Cabezas**

Jury comments

This game can be played with both by adults and children and this idea especially appealed to the judges because in the era of computers and digital games, this game encourages creativity, most especially by children. It is a natural product and totally safe for children to play with. The individual pieces consist of a rectangular piece of cartonboard with 4 slots on each side and the slots and the flexibility of the material create endless possibilities for putting together the most complex shapes. An additional asset is that the individual pieces can be printed in various colours or designs and so extend the range of possibilities for this excellent entry



Highly Commended

Category - Students

Name: Karine Sears United Kingdom

Official Name of the Entry: Toblerone

Jury comments

This design revisits the classic shape of Toblerone, a triangle. This shape is reproduced in a pyramid design in which the individual pyramids fold in to form a cube. As a result the Judges felt that the design would be well suited particularly to the gift market. The inner package is covered with a square carton that lends itself to effective transport and display. At first sight the outside is a square box. Once lifted, five pyramid shaped packages fold out, which could contain chocolates. The surprise effect and the recurring Toblerone shape appealed greatly to the judges.



Highly Commended Category - Students

Name: **Gwendi Hernalsteen** **Belgium**

Official Name of the Entry: **Breakfast set "Skål"**

Jury comments

A very simple design with remarkable qualities, which according to the jury merited commendation. One piece of cartonboard is cut in such a way that it can safely hold a complete breakfast set consisting of a cup, plate and cutlery. In addition the judges were impressed that no gluing was required as the pack and contents are held in place securely by a slot in flap. Besides the functionality of the design also the jury remarked on the fact that the entrant had chosen the correct material for this type of use.



Highly Commended

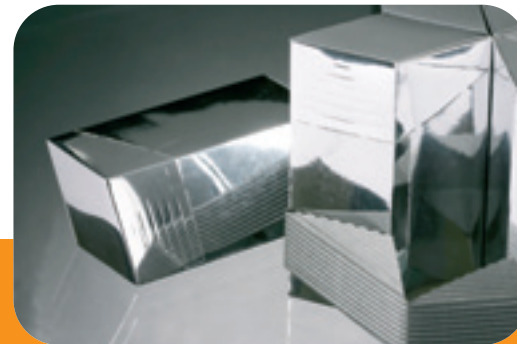
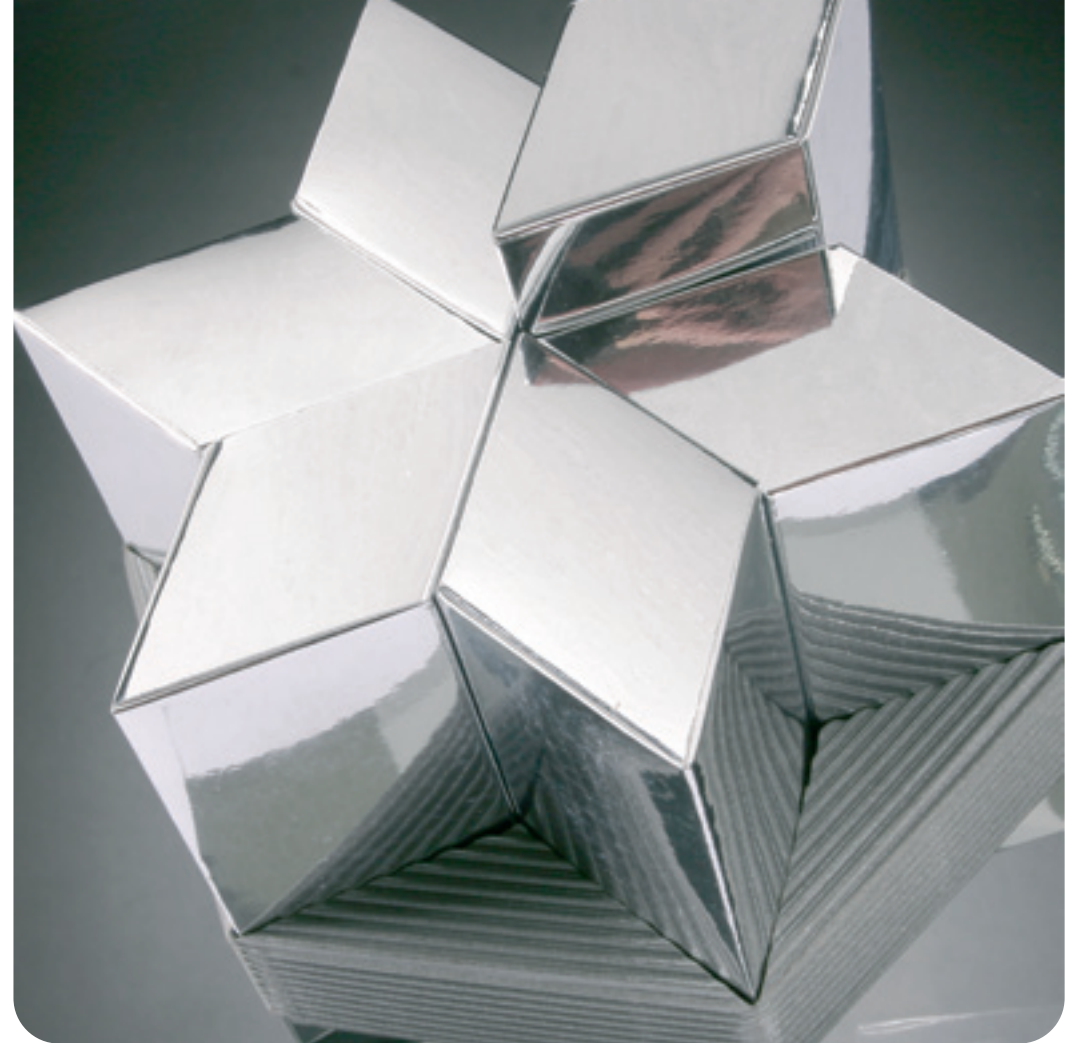
Category - Professionals

Name: Frank Baeten The Netherlands

Official Name of the Entry: Brick

Jury comments

Using as a base a diamond shaped format, many new packaging solutions and combinations can be created. The basic form can be used in any variety of sizes and shapes and the package is in effect its own display and has a premium value. An excellent design for beauty and cosmetic products.



Highly Commended

Category - Professionals

Name: **Susanne Lippitsch** **Austria**

Official Name of the Entry: **"Haiku"**

Jury comments

This design for Chinese food or sushi is simple but has a number of interesting elements. The packages are delivered flat to the point of sale and can be quickly and easily manually erected.

After the food has been put in the carton, chopsticks can be placed through slots on the top flaps so closing the carton and making it easily and safely transportable. This also has the benefit of providing food along with the means of eating it. The judges also commented on the elegance and comparative simplicity of the design that is eye catching and effective.





Gwendi Hernalsteen (B)



Gert Dierckx (B)



Stijn Soenen (B)



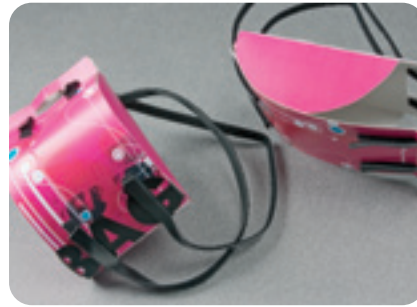
Joris Voet (B)



Charlotte Devriendt (B)



Virginie Zeppieri (B)



Lore Vrolix & Els Wouters (B)



Thibault Allgayer (F)



Anthony Damour (F)



Eric Mazodier (F)



Mirjam Marissink (NL)



Groep IPO A3 (NL)



Frank Baeten (NL)



Rinus Hagenaars (NL)



Ilaria Federici (I)



Dorothee Schmid (I)



Vittorio Borgia (I)



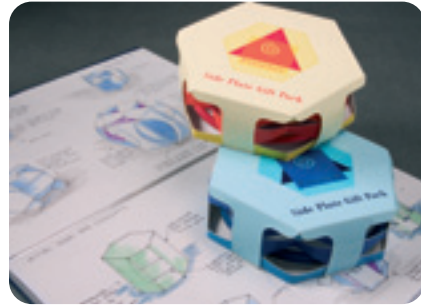
Antonietta Pierri (I)



Ciro Esposito (I)



Karine Sears (UK)



Karine Sears (UK)



Philipp Prause (A)



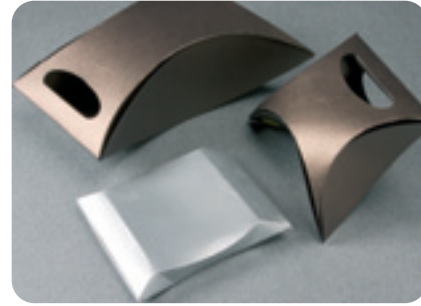
Susanne Lippitsch (A)



Claudia Pflieger (A)



David Stelzer (A)



Susanne Lippitsch (A)



Philipp Prause (A)



Birgit Holzweber (A)



Marlene Hanke (A)



Iris Jaworski (A)



Mónica Novelli (E)



Carlos Miles (E)



Climent Canal (E)



Petri Huttunen (FIN)



Charlotte Sejersen (DK)



Camilla Andersson, Carolina Nilsson, Sara Norström & Claes Notehag (SE)

Pro Carton is the European Association of Carton and Cartonboard Manufacturers. Headquartered in Brussels, it has offices in 11 countries in Europe who, through various publications, activities and events, promote the use of Cartons and Cartonboard to a wide variety of people and groups. If you would like to find out more about Pro Carton or would like to join, please contact us at one of our offices.

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