



DESIGN
COMPETITION
2006
JUDGING REPORT



DESIGN COMPETITION 2006 JUDGING REPORT



Introduction by Richard Dagleish,
Managing Director of Pro Carton

I am delighted to introduce this report on the winners of the Pro Carton Design Competition. This is the second occasion that we have run this competition and I am pleased to report that both the number and quality of the entries exceeded all our expectations. As before the entries for this, the international event, are brought forward from the best entries in the national competitions.

On the last occasion this competition was run eight countries had hosted design competitions and it was from these that the entries for the international event were drawn. I am pleased to be able to report that for the 2006 competition, 9 countries forwarded entries having run their own national event. In all the national competitions over 400 entries were received and from these the judges for the international event were presented with 50 from which they were asked to select three category winners. You will see in this booklet the winners of these three categories – Professionals, Students and a special award for the most innovative use of cartonboard. In each category the judges were asked to select highly commended entries and these too you will find in this booklet.

I am indebted to the judges who had no easy task in selecting the award winners and runners up. They spent a considerable time looking in detail at the entries to ensure that they fully understood each one. Once again Satkar Gidda chaired the judging panel and he was ably supported by Arnold Steinbrecher, Jef Verplaetse and for the first time Erik Berghem from Kesko who represented the retail sector.

We also feel it is important that all the entries are shown to as many people as possible and so photographs of all the designs that were entered in the international event are shown in this booklet. As you will see, the level of invention and ingenuity is astonishing and I feel sure that many of these designs will in due course find their way into the market on a commercial basis. We never cease to be amazed at the innovative thought that is apparent from the entries and we hope that in running this event we are encouraging new design using cartonboard as a raw material. With a worldwide focus on all issues to do with the environment we believe it is important to show what interesting and functional designs are possible using the most environmentally friendly raw material.

Details for all these entries for the competition are also available on a dedicated website www.cartondesign.com and we hope that you will take the opportunity to look through this and get in touch with Pro Carton if you need any additional information.



Richard Dagleish
Brussels September 2006

JUDGES



Satkar Gidda studied Business in Business Studies and Marketing and is also a fellow of the Chartered Institute of Marketing. During his career he has worked for Rowntree Mackintosh in Sales, Trade Marketing and Brand Marketing and then a further stint in Trade Marketing with UK foods manufacturer, RHM Foods.

Satkar then joined the UK's most prominent brand design consultancies, SiebertHead, in 1989 as Sales and Marketing Manager. In 1991, he was one of the key players to lead and complete a management buyout of SiebertHead. Since that time as Sales and Marketing Director, Satkar has worked with many local and International client companies, in helping them build their brands through design.

Dr Arnold 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 Efficient Consumer Response, Austria and since 2003 has also been Managing Director of ACS, Analysis Creation Solution, Marketing and Sales Consulting. IN addition to these roles he also teaches at the University of Economics in Vienna, The University for Marketing and Sales in Vienna and also at Eisenstadt and Graz Universities.



Dr. Jef Verplaetse has been CEO of Van Genechten Packaging in Belgium since 1999. The focus of Van Genechten Packaging is on cost reduction, innovation and e-supply chain. VGP is a leading folding box producer in Europe with plants in Belgium, The Netherlands, France, Germany, Poland and Russia. Jef holds a PhD in sciences from the University of Leuven in Belgium and an MBA of the Vlerick Leuven Gent Management School. He worked for seven years as a sales director with Baxter International for their Belgian subsidiary. In 1988 he entered in the packaging world for the films and packaging division of UCB (now Amcor). His roles were sales manager for the German subsidiary and general manager of the largest plant in Gent where major restructuring and investment projects were implemented. After this he worked three years for Raychem in the Telecom and Energy sectors where he was in charge of global operations covering Europe, the USA and Mexico.

Erik Berghem has been employed by Kesko Ltd. since 1980 and his various duties have included selling, retail support services and property management, and logistical operations for the Foodstuffs Division. In 2002, he took up his present post as Planning Manager of the Supply Chain Management division of Kesko Food Ltd. As a result packaging, the basic logistical units, have been gaining in importance in his work In 1991-92, he was invited to participate in a working group discussing the recycling of fibre based packaging materials in Finland. As a result, collection of corrugated board in return deliveries from stores started in 1993. As the chairman of The Trade Packaging Committee in the Finnish Packaging Association, his main task is to improve the handling properties of packaging throughout the supply chain from the factory to the end user. Erik is also a member of various boards in producer communities of glass and wooden packaging organisations for recycling. Being a Planning Manager at Kesko Food Erik also lectures at various seminars dealing with logistics and packaging, at universities and colleges, and supervises students' theses and other work of an academic nature.



COMMENTS

By the Chairman of the Judges, Satkar Gidda

This is such an exciting design competition. To be able to view, analyse and discuss innovative creative thinking, is a real pleasure for my fellow judges and me. We very much appreciated the lateral and blue sky thinking that open minds can create.

It could be argued that perhaps we should give some parameters to the designers. I say, let's be innovative first and then we can apply any guidelines or limitations. After all, Toblerone would not be in a triangular pack today if we had applied production or merchandising guidelines to start with.

As in the 2004 competition, the entries this year were amazing. We appreciated, that in many cases, designers had thought about the problems and issues that consumers faced and then went about looking at inventive ways to solve these, using carton board as the medium – and not just packaging.

One thing became very clear in my mind after viewing just the first few entries. And that was, just how much premium value, carton board added to the item than if it were made in say, plastic.

That said and for the future, I would urge designers to continue to be innovative, keep the mind open and lets have even more entries next time

*Satkar Gidda
London September 2006*



Winners - Student category

Name: **NATHALIE DE BEER (B)** Official name of the entry: **PANZANI PACK WITH DISPENSER**



Jury Comments:

The jury liked the shape that is unusual in this category and so would attract attention on the retailer shelf. In addition the dispensing system which is designed to release 100 grammes of spaghetti each time worked well and provided convenience for consumers. Also the Z click closure worked well and provided

an emotional feeling and enabled the consumer to know the pack is closed. It was also pointed out that the triangular shape is well suited to both shelf ready packaging and logistic efficiency.

Name: **ADINA SEEHAUS (D)** Official name of the entry: **EASY TO USE SUGAR BOX**



Jury Comments:

A wide variety of different design elements were brought together in this pack to offer impact, useability, and convenience. The shape is unusual for sugar cartons and therefore will attract consumers. The variety of elements that will help the consumer during use also impressed the judges. Two measuring windows,

a simple but very effective spout and a design that ensures all the sugar is used come together to offer an excellent solution in sugar packaging which could easily be extended to other products.



Winner - Professional category

Name: **ROGER LÓPEZ (E)** Official name of the entry: **THAI-PACK**



Jury Comments:

The jury were very impressed with a solution for the pouring device that not only worked well but sealed the carton after each use, a function that they felt could not be achieved with any other packaging material. It was seen to be intuitive to use and its attractive shape and design provided good on shelf presence.

The base had also been designed to ensure that pack would not leak.

Winner - Professional - Most innovative use of cartonboard

Name: **PHILIPPE PRAUSE & BERNHARD BARKOW (A)** Official name of the entry: **BOARD(T)ABLE**



Jury Comments:

A totally new concept that uses a light weight material to produce a strong and structurally sound desk. Starting as a flat pack, the desk is easily and quickly assembled due to the clever and functional design. The design also incorporates a cable channel along with accessories for pens and other office materials.

It was also noted that the desk could easily be broken down, transported and re-assembled many times. It would be possible to print the material and was thought to have a wide variety of potential uses for example on exhibition stands.



Winner - Student – Most innovative use of cartonboard

Name: **JOHANNA NIELSON (A)** Official name of the entry: **WOBBLE TABLE STOPPER**



Jury Comments:

An intriguing and interesting idea that the jury agreed solved an annoying problem and at the same time offered plenty of branding opportunities. A simple “string” of cartonboard discs from which as many as are needed can be taken to put under a table or chair leg to stop wobbling. The jury agreed that whilst

this was a simple looking design it proved to be a very effective problem solver.

Highly commended - Student category

Name: **MARK WUNDERLIN (CH)** Official name of the entry: **12 PORTION RICE**



Jury Comments:

The jury felt that this carton was an excellent example of structural engineering. It was designed to deliver one portion of rice each time it was tipped and the jury noted that it worked well every time and delivered the same amount each time. It also incorporated a window so that it was easy to see when it was becoming

empty. It can be made in different sizes to suit different sized families.



Highly commended - Most innovative use of cartonboard

Name: **NICHOLAS KUNYSZ (B)** Official name of the entry: **HOTEL KIT SHERATON**



Jury Comments:

A clever new design with cartonboard that offer various uses. It can be used as a wrapper for a shirt and can then be transformed easily to become a hanger for a shirt. It can of course be used for other garments and was felt by the jury to have immense branding opportunities not only in hotels and

laundries but also in clothing stores at the point of sale. A simple yet sophisticated design made using a single piece of cartonboard.



Ursula Rössler, Andrea Tandler (Austria)



Phillip Prause (Austria)



Phillip Prause (Austria)



Julia Litschauer (Austria)



Bernhard Barkow, Phillip Prause (Austria)



Johanna Nielson (Austria)



Stefan Beyer (Austria)



Fabian Tobias Schlager (Austria)



Nicholas Kunysz (Belgium)



Judicaël Cornu (Belgium)



Lise Capet (Belgium)



Kris Demeulemeester, Gregory Terf (Belgium)



Amandine Senny (Belgium)



Daphné Maertens (Belgium)



Nathalie de Beer (Belgium)



Guilhem Floriet (Belgium)



Adina Seehaus (Germany)



Jinwoo Bae (Germany)



Sandra Winkelmann (Germany)



Elena Wüst (Germany)



Thorsten Moser (Germany)



Christophe Pinkall, Michael Wirths (Germany)



Jamie Ortiz Lozano (Germany)



Sabine van Buuren (Netherlands)



Enssan Hobeijn (Netherlands)



Kim Broekmeulen (Netherlands)



Melle Hammer (Netherlands)



Frank Baeten (Netherlands)



Ruud Winder (Netherlands)



Ger-Jan Bloemers (Netherlands)



Elisa Vanzillotta (Italy)



Gabriele Parai, Laura Fiaschi (Italy)



Marta Mei (Italy)



Hanna Brun, Satumari Honkanen (Nordica)



Daniel Göksü (Nordica)



Kristian Paljasma (Nordica)



Thomas Åkerfelt (Nordica)



Samuel Cabrera (Spain)



Germán Blando (Spain)



Joan Cinca, Joan Cascante (Spain)



Roger López (Spain)



Enoc Armengol (Spain)



Charlotte Debarle (Spain)



Corina Wolf (Switzerland)



Mark Wunderlin (Switzerland)



Alban Liam Schär (Switzerland)



Patrick Rüegg (Switzerland)



Laurent Auberson (Switzerland)



Susanne Brüttsch, Graziella Lüggen (Switzerland)



Richard Dembovskis (UK)

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 CARTONBOARD AND CARTONS 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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