

DESIGN
COMPETITION
2008
RESULTS AND REPORT



PRO CARTON



DESIGN COMPETITION 2008 JUDGING REPORT



Introduction by Richard Dagleish, Managing Director of Pro Carton

It is with great pleasure that I introduce the Pro Carton Design Award winners for 2008. This competition is run every two years and the entries for the International event are drawn from the winners of the competitions that Pro Carton runs in several countries across Europe.

These national events attract a great number of entries and also a great deal of attention

and give students in particular, an opportunity to display their ideas and the innovative thoughts they have. We are always amazed by the variety of entries but more importantly by the invention that is shown and the way the entrants seem to look at ways of solving current problems.

The day the judging is done is always exciting and this year was no different with over 50 entries laid out in front of the Judges for their scrutiny. I am of course once again indebted to Satkar Gidda for chairing the judging panel and for bringing his knowledge and experience to this event. We changed the panel of Judges this year slightly and I would also like to thank Guido Brosius of Carrefour, John de Somer of Van Genechten Packaging, Martin Luh of Nestlé and finally Ian Bates of Porta Brands for also bringing their expertise to this event. By having people in the judging panel from the Design Industry, the Brand sector, retailing and packaging manufacturing we hope to get an overall feel for what is truly inventive, exciting and new and by adding Ian Bates, who brings a wealth of experience in launching new packaging ideas, we hope that some of the winners will move into commercial production and success.

The judging process took much longer this year than on the previous occasions and the Judges commented that the level of innovation was much greater both than in previous years and also than they were expecting. Decisions were difficult but eventually they reached conclusions and the results can be seen in this booklet that shows both the winners and those that were highly commended. In addition photographs of all the entries are in the booklet.

This is the third time we have run this event and on each occasion the number of entries increases but more importantly so does the quality. It is very encouraging to see new ideas in such profusion and I feel that the future of innovative design in the packaging field is in good hands. More details and photographs can be seen on the special website dedicated to this event at www.cartondesign.com.

A handwritten signature in blue ink, appearing to read 'Richard Dagleish', with a large, stylized flourish at the end.

Richard Dagleish, Brussels October 2008

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.

Guido Brosius has been working in the packaging business for more than 30 years. He started his career as Packaging Designer for GB and went on to become Packaging Manager for Carrefour Belgium, part of the Carrefour Group, the world's 2nd biggest retailer and number 1 in Europe. Carrefour Belgium has a 25% market share and almost 600 stores making it market leader in Belgium.

Guido has built up extensive experience in packaging design, marketing and graphic procedures via the retail sector and is an expert in packaging materials and ecological aspects. In recent years he has also been very active in the bio-packaging sector and he won the BBP 2007 Award (Belgian Bio Packaging) for the initiatives he implemented at Carrefour Belgium.



Martin Luh studied Repro and Printing Technology in Vienna. He started his career in the packaging industry and worked for the former Alfred Wall AG (now Mead Westvaco) and later for Mayr-Melnhof Packaging in Sales and Customer Service. In 1996 Martin joined Nestlé Austria where he managed packaging purchasing activities as well as inter-company supply. Since 2004 he has been working as Category Manager for European Procurement at Nestlé where he is presently responsible for strategic sourcing of cartonboard and paper. This role also involves global supplier profiling and relationship management as well as business support for material selection and new product development.

John de Somer started in 1989 working for Sirius Graphics as price analyst, sales manager and finally sales director. In 1993 he became Director of Van Genechten and marketing manager of Van Genechten Packaging. Since 2002 he has been President of Pro Carton Belgium and a member of the Executive of Pro Carton International. VGP is a private group of 9 folding carton plants in 6 countries, servicing the European FMCG industry with board and micro flute packaging and packaging systems from high volumes cartons for the mass market to highly sophisticated boxes for the premium markets in luxury drinks, confectionery and cosmetics



Ian Bates is the founder and co owner of Portabrands, a company that designs, develops and brings new packaging ideas to market. It operates especially in the carry out drinks markets in such sectors as wine, beer and coffee and since 2004 Ian has brought many new innovative designs and ideas to the industry.

With a background in paper and packaging with such companies as M-real, Assi Doman and David S Smith his 20 plus years in the packaging industry brings a wealth of experience and a passion to use the most environmentally sustainable materials in all his designs.

COMMENTS

By the Chairman of the Judges, Satkar Gidda

The design awards entries are truly a creative wonderland. To be able to think freely and create something without the constraint of a production line must be a designers dream.

And, as before, the entries were very inventive in the student category. As judges, we often think of the possible thought process that the designer may have gone through to create the piece of work but in the end we view it independently and determine what the 'wow' factor is.

Designs don't have to be complex to create this 'wow' effect. In fact some of the entries were so brilliant because they were simple. It had us thinking 'why didn't anyone else think of that before'.

As can be seen by the winning and highly commended entries, these products were not just about packaging.

As Richard has pointed out, judging did take longer than normal but that is a good thing. It means that there were a lot of great entries for the judges to consider.

The thumb plate was just a wonderful idea. So simple yet so practical. The wrap bag too is a great idea, well executed. We particularly like the additional promotional space that was available for communication when the bag is opened.

Those entries that were highly commended were not far behind the winners and are fully worthy of their position on the shortlist. My congratulations to all the entrants.

Satkar Gidda, London October 2008



WINNER - BEST OVERALL ENTRY - NAME: MONIKA OSINSKA, FINLAND
OFFICIAL NAME OF THE ENTRY: THUMB'S PLATE



The Judges were astonished by both the effectiveness and simplicity of this design. It was easy and intuitive to use and could be produced in a variety of sizes to suit different products. The thumb support worked well and even when full of product, was strong and easy to use. It could be manufactured simply,

can be transported flat and could easily be printed with different brands so offering both brand and advertising opportunities. In summary, the Judges felt that this entry could easily become a possible new addition to the take away and snack markets.

WINNER - MOST INNOVATIVE USE OF CARTONBOARD - NAME: ASTRID
VANDERBORCHT, BELGIUM OFFICIAL NAME OF THE ENTRY: WRAP BAG



The Judges were surprised at how much thought had gone into this design which, at first glance, looks like another carrier bag. But the simple but effective way it had been designed meant that it was a lot more than just a carrier bag. It can be packed completely flat and, as there was no gluing required, can be

easily erected in store at the point of sale. The outside of the bag can be branded and the inside can be used for many different purposes. It could for example be used to print details of other products or even used as a poster that could be put on the wall after use.

HIGHLY COMMENDED - MOST INNOVATIVE USE OF CARTONBOARD - NAME: PHILIPP
TIMISCHL, AUSTRIA OFFICIAL NAME OF THE ENTRY: CABLE BINDER/SORTER



The entry looked deceptively simple but worked well to cure a problem that most people have. Trailing cables behind computers and other electrical devices often cause problems and this simple construction from cartonboard can help solve that problem. It could easily be made in different sizes to accommodate different

types of cables and could even be made in a "tear off" way that would let people tear off the size they needed for a particular use. All in all, a clever solution to an annoying problem.

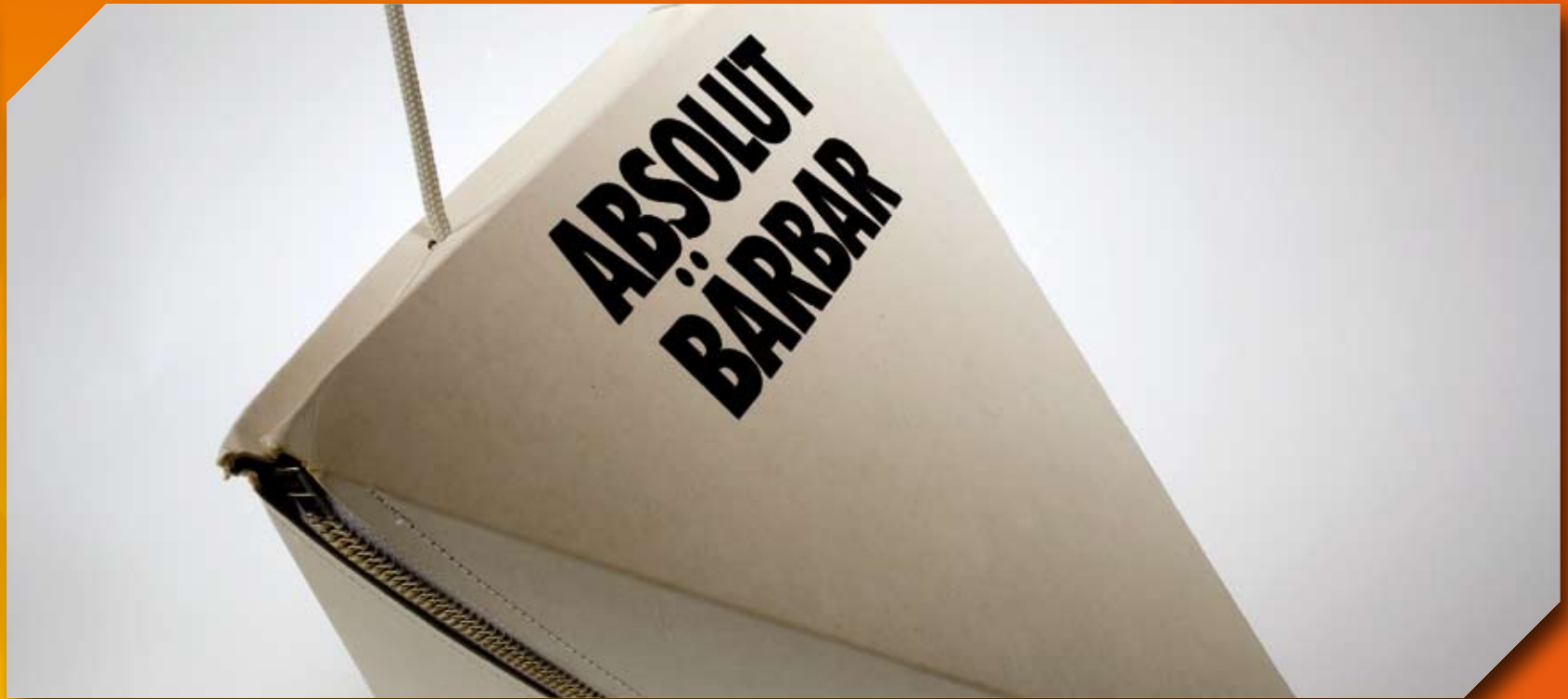
HIGHLY COMMENDED - NAME: LOUIS-PHILIPPE VANCRAEYNEST, BELGIUM
OFFICIAL NAME OF THE ENTRY: STIMOROL ICE "DIAMOND BOX"



The shape of this carton was thought by the judges to be unique in the chewing gum market and would, as such, stand out at the point of sale in what is a very competitive sector of the consumer market. They were also impressed by the simple but effective "squeeze" opening that enabled the contents to

be dispensed easily and that was also self closing. They felt that it would have commercial opportunities in other markets such as mints and children's sweets and could easily be made in other sizes to suit those different markets.

HIGHLY COMMENDED - NAME: HANNA NYLÉN AND LOUISE GUSTAFSSON,
SWEDEN OFFICIAL NAME OF THE ENTRY: A PORTABLE BAR



An eye catching and intriguing design in which the outer carton reflected the shape of the contents and was felt by the Judges to be a good gift idea that would also be useful for taking to parties. They were concerned that the real zip that was used as the opening could not be replicated commercially but felt

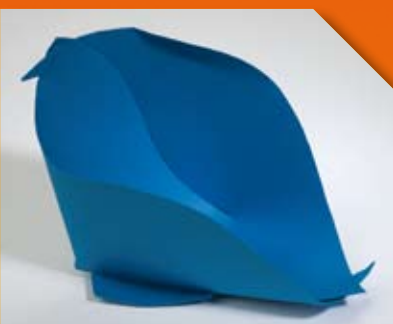
that it was possible to replace this with a more conventional type of opening that could easily be designed to look like a real zip. Attractive, different and appealing, the Judges agreed that this carton had good commercial opportunities.

HIGHLY COMMENDED - NAME: TONI ARGELICH, SPAIN
OFFICIAL NAME OF THE ENTRY: XPRT



A very innovative cigarette pack that the Judges said they had not seen before. As the flip top was opened the three rows of cigarettes lifted up so making it very much easier to take out the first and subsequent cigarettes. The remainder of the pack looked the same as conventional packs and so the Judges

thought that this could be manufactured on existing packing lines. It was agreed that this improvement in the usability of a cigarette pack would appeal to consumers and added value to the product.



Paul Grader (Austria)



Daniela Brendler (Austria)



Dagmar Habeler (Austria)



Susanne Lippitsch (Austria)



Stefan Oberrauer (Austria)



Niklas Ytterröm (Austria)



Philipp Timischl (Austria)



Iris Jaworski (Austria)



Vanessa Krchova (Austria)



Susanne Lippitsch (Austria)



Astrid Vanderborght (Belgium)



Charlotte Aglave/ Sophie van de Walle/
Natacha Bouiukiev (Belgium)



Emelien Kestelyn (Belgium)



Louis-Philippe Vancraeynest (Belgium)



Maude Piette/ Natacha Chiste/
Guillaume Puech (Belgium)



Sébastien Devleminck (Belgium)



Tiina Ilmavirta (United Kingdom)



Maxime Loiseau (France)



Marie-Adeline Dukic (France)



Stéphane Bertoux - Nexteo Design (France)



Gerard Westendorp (Netherlands)



Frank Baeten (Netherlands)



Frank Baeten (Netherlands)



Suzanne Nagtegaal (Netherlands)



Sabine Grooters (Netherlands)



Coen de Veth (Netherlands)



Liliana Cheung/Luca Cereda/
Tommaso De Preto (Italy)



Maria Busà/Federica Colamaria/
Bice Dantona/Elia De Luca (Italy)



Giulia Bertuzzo/Diana Balzarini/
Federico Bertolini (Italy)



Joel Heinevik/Johan Liljeros/
Linus Tapper (Nordica)



Katri Ollila and Vilma Wallinmaa (Nordica)



Maria Rentola (Nordica)



Hanna Nylén/Louise Gustafsson (Nordica)



Kim Sonnich Østergaard (Nordica)



Mikael Andersson (Nordica)



Monika Osinska (Nordica)



Pekka Pölkki (Nordica)



Ana Gallego (Spain)



Lorena González (Spain)



Arnau Miquel/Judith Santacana (Spain)



César Villa (Spain)



Toni Argelich (Spain)



Ferran Bohé (Spain)



Matilda Ripenberg (Spain)



Alban Liam Schär (Switzerland)



René Albert Horath (Switzerland)



Sergio Pellegrini/ Yves Grasser (Switzerland)



Lukas Pfister (Switzerland)



Joachim Epper (Switzerland)



Ozan Alaca (Switzerland)



Patrizia Keller/Anne-Sophie Maugeon (Switzerland)

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