



THE AWARD
FOR THE BEST
CARTON PACKAGING
OF THE YEAR 2022





FOREWORD
EUROPEAN
CARTON
EXCELLENCE
AWARD

The 26th year of the European Carton Excellence Award was marked by the joy of finally being able to meet in person again. Accordingly, the jury sessions were held in high spirits! Nevertheless, several very useful elements of the digital process have been kept: each submission is now accompanied by a series of digital images, which provide jurors

more information about the special features of a concept in advance of the meeting.



Horst Bittermann, President Pro Carton

Not surprisingly, the face-to-face meeting in The Hague to review and discuss submissions was greeted with great enthusiasm. And it became clear that ideas and concepts are becoming increasingly interesting and diverse. Most past entries were extremely visually and functionally appealing, yet for some time now, the number of structural and conceptual innovations has been on the rise, largely with a focus on replacing previous solutions made of plastic.

Cartonboard and cartons have also proven their value during the pandemic, amid the challenges of digitalisation, now presenting a very significant contribution to a positive future, where material replacement and the circular economy will be the dominant topics.

By pointing the way to the future, the Award itself has also gained in importance: it highlights future possibilities with packaging that have already proven to be commercially very successful.



Jean-François Roche, President ECMA

The European Carton Excellence Award – honouring striking packaging concepts, has become one of the most important and prestigious packaging design prizes in Europe. With its accompanying comprehensive public relations campaign, the Award acts not only as a marketing boost to award winners, but our whole industry.

Enjoy all the winners, be inspired and take the opportunity to enter again next year, to prove the excellence of cartonboard!



Horst Bittermann, President Pro Carton



Jean-François Roche, President ECMA

September 2022

European Carton
Excellence Award:



For information on all the winners, award reports and, of course, to find out more about cartons and the cartonboard industry, please visit us on www.procarton.com as well as the major social media channels.

WINNER
CARTON
OF THE YEAR



Name of Entry | General/Snack Tomatoes
Entrant | Rutgers Printing & Packaging Solutions

Carton Converter | Rutgers Printing & Packaging Solutions
Brand Owner | Greenco Support B.V.
Structural Designer | Rutgers Printing & Packaging Solutions
Graphic Designer | Rutgers Printing & Packaging Solutions
Cartonboard Manufacturer | Stora Enso

Jury Comment

This design integrates the motion of a human hand in a natural way, for incredibly genuine use. It has a locking mechanism with an audible "click", giving the consumer the assurance that the pack is locked. We also liked its overall presentation, which ensures high shelf performance anywhere at the POS and even at home. Airflow is structurally enhanced by the cherry-to-mato-shaped punched holes, prolonging shelf life. And it is a single piece construction. For all these reasons, we felt that this pack deserves to be the Carton of the Year.

Revolutionary Appeal

A masterpiece of elementary and sustainable design, with a perfect balance between maximizing the visibility of the product while maintaining rigidity. Pure cartonboard has been chosen for the packaging, a sustainable counterpart to the well-known plastic bucket. The folding box is made of food-safe, renewable virgin fibre, has a smooth white surface, and an unbleached inside that conveys absolute eco-friendliness. It is easily reclosable with a "click", even after multiple uses.

The design, high-quality printing and visibility of the product all give it aesthetic appeal. For 100,000 boxes, approximately 6,700 kilos of plastic are avoided. The folding cartonboard boxes are easy to flatten after use and can be disposed of into the carton recycling stream. Moreover, the packaging offers logistic advantages: more boxes than plastic cups can be placed on a pallet, saving costs, maximizing pallet and truck utilization, and thus reducing emissions.





WINNER
SUSTAINABILITY



Name of Entry | Herbal Essences Shampoo Conditioner bundle
Entrant | Van Genechten Packaging (Plant Turnhout)



Carton Converter | Van Genechten Packaging (Plant Turnhout)
Brand Owner | Procter and Gamble
Structural Designer | Van Genechten Packaging (Plant Turnhout)
Cartonboard Manufacturer | Metsä Board



Jury Comment

A great packaging solution for the herbal essences products. It's simple, it's effective and the brand communication is absolutely perfect on the shelf, especially when you look at the apertures and you see how the pack graphics work holistically with them. The presentation is fantastic, and consumer communication is exactly how it should be, as the brand and content message are very quickly conveyed to the consumer. This pack combines the many benefits cartonboard packaging naturally provides. Maximising product visibility while using very minimal cartonboard, it offers the perfect sustainable alternative to plastic shrink wraps. ”

Feel the Scent

At first sight, the pack looks simple but it is very well thought-out and holds and presents the product perfectly. You can pick it up as one product and even shake it without the products falling out. While doing a great job as sustainable bundle, the sleeve also creates a nice new consumer communication platform, and significantly improves shelf appearance. It also allows cross selling of different products and proves to be an efficient sales accelerator. The window cut-out on the front panel allows the consumer to see the scent or flavour of the product inside. The cut-outs on the back allow easy reading of the ingredients list; important in case of intolerances or allergies.

Promotional packaging is often configured using printed or unprinted shrink films, with additional labels on the promo pack and extra labels or handling on the individual bar codes on single products (to make them unreadable). This newly designed cartonboard sleeve is not only sustainable but also reduces handling at the packer site and saves shrink oven energy. This smart concept is designed in a way that one bundle-sleeve can fit a range of different contents.



Name of Entry | Sanpellegrino® Aranciata Rossa by Nestlé
Entrant | WestRock

Carton Converter | WestRock
Brand Owner | Nestlé
Structural Designer | Kenneth Baumeister + Vincent Fahrner
Graphic Designer | Sanpellegrino®
Cartonboard Manufacturer | WestRock

Jury Comment

It's a carrier for Sanpellegrino®, and the really impressive and innovative thing is the structural design, which is quite simple, effectively wrapping around the cans. It's the locking system of this carton construction that is so amazing, as it locks without glue and fundamentally it's very stable and functional. It's environmentally sustainable too because it doesn't use glue or any other material for its functionality, so consumers can recycle the material very easily. ”

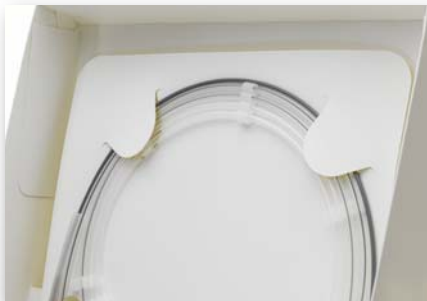
Great Effect

Minimalistic yet premium sums up this pack design quite nicely. WestRock's Cluster-Pak® carrier with barcode masking at the top and can-locker at the bottom allows for clean 360° product visibility and billboarding while still using as little material as possible. Sanpellegrino® is exported globally to markets where barcodes need to be covered at the point of sale. With the folded panel at the top, the barcode is covered to avoid a single unit scan when buying a multi-pack.

Sanpellegrino® recognised the need for their Aranciata Rossa water to be packaged in an environment friendly and innovative way. The multi-pack has a premium look and in using a mechanical lock it is glue-free and easy to recycle.



WINNER
 GENERAL
 PACKAGING
 VIRGIN FIBRE



Name of Entry | PleioFlow RF Device
Entrant | Faller Packaging

Carton Converter | Faller Packaging
Brand Owner | PleioFlow UK
Structural Designer | Faller Packaging
Cartonboard Manufacturer | Holmen Iggesund

“Jury Comment

The complex medical device with all its wires, tubes and instruments is held firmly in place by a carefully crafted structural carton. It is this functionality that so impressed the jury. Everything is fixed very well in here using cartonboard, wrapped for operation room sterility in a plastic bag and shipped in an outer carton. It's a great, simple example of cartonboard for the medical industry.”

Absolute Purity

The regulations for medical device packaging are extremely complex. Moreover, the packaging in combination with the microbiological barrier system needs to be compliant with the standards used in operation rooms and their sterile surroundings. The carrier is designed to keep the device in a stable position, guarantee its safety and functionality and protect the microbiological barrier, which is provided by steridlin® pouches. The product box needs to properly secure the PleioFlow RF-Device during transport. A masterpiece of plastic replacement.

The unprinted cartonboard has many advantages for the employees preparing the device in its microbiological barrier as well as the user of the device itself. It allows the steridlin® pouches to be visually inspected for any particle residues in the pouches themselves as well as any cracks, damages, or residues that may occur. With the given design, it is easy for the surgeon to open and unmount the product from the carrier within the sterile surrounding of the operation room, even while wearing gloves.



WINNER
GENERAL
PACKAGING
RECYCLED FIBRE



Name of Entry | Fanton Power strip Relife
Entrant | Lucaprint



Carton Converter | Lucaprint
Brand Owner | Fanton
Structural Designer | Lucaprint
Graphic Designer | Fanton
Cartonboard Manufacturer | RDM



Jury Comment

It's just one simple piece of carton with a tamper-proof locking mechanism. A wonderful piece of cartonboard engineering that fixes the product inside. A smart construction, which holds, locks and displays the product. Excellent on-shelf presentation and clear communication to the consumer."

Natural Safety

Relife is the new eco-sustainable line of "Made in Italy" multi-sockets, made with certified recycled plastic material. The packaging highlights this concept by replacing classic plastic wrapping and using recycled cartonboard. It is equipped with a Tamper Evident system and the case is optimised for the industrial process. It does not have a lining or coating, which fully highlights the sustainability credentials of the contents: A completely new mono-material case concept.

The packaging protects the product fully without compromising its visibility. The communicative surface is also haptically very pleasant. It feels natural and supports the brand communication perfectly. By closing the crush bottom, the two compartments are automatically created, reducing product insertion time.



WINNER
FOOD & DRINK
PACKAGING
VIRGIN FIBRE



Name of Entry | Match Tonic
Entrant | Autajon Durero Packaging

Carton Converter | Autajon Durero Packaging
Brand Owner | Curius
Structural Designer | Albert Diaz
Graphic Designer | Seriesnemo
Cartonboard Manufacturer | Stora Enso

Jury Comment

This is an e-commerce pack of tonic water that is ordered online and delivered to the customer. What we found interesting is that it is holistically designed and goes extremely well with the shape of the bottles it contains. The other aspect is the very clever and optimal use of material – not too much and not too little. It perfectly wraps and goes around the shape of the bottles and has an attractive, minimalistic graphic design. When you lock it, it places the handles under the cap of the bottle nicely and can be carried by raising the handles between the bottles. It's also very sturdy.”

Analogue for Digital

This design is specially conceived to house four units of this disruptive design, square recycled glass bottle for a tonic water, and specifically focused on e-commerce. The multi-pack unit design matches the aesthetics of the bottle – square with round corners in the shape of a basket and folding handles that offer a double function: easy to carry, plus offering a space-efficient design for transportation and storage while also protecting the bottles: Multiple layers can be stacked on palettes without the need for additional protective sheets.

The technical challenge here was to achieve a folding carton, with a clean and elegant final aesthetic, integrating a set of mechanisms that unfold from the flat, serving both a structural and ergonomic function. The carton contains a cross-shaped separator that automatically forms itself during packaging to protect the bottles. In the same way that the bottle is made of recyclable glass, the secondary package had to be made entirely of a recyclable material, such as cartonboard, and avoiding plastic. The basket shape is friendly and ergonomic, while the graphics are simple and clean, resulting in it being a very striking visual.



WINNER
FOOD & DRINK
PACKAGING
RECYCLED FIBRE



Name of Entry | Hofer Marktplatz „Erdäpfelkiste“
Entrant | MM Packaging (Plant MM Neupack)

Carton Converter | MM Packaging (Plant MM Neupack)
Brand Owner | Lapro Stockerau
Structural Designer | MM Packaging (Plant MM Premium Vienna)
Graphic Designer | EZS Identtechnik
Cartonboard Manufacturer | MM Board & Paper

“Jury Comment

Who would have thought that a potato pack would win one of the main awards? This packaging is a fantastic piece of work that you can open and close very easily, with comfortable carrying ergonomics. The shape of the pack is intriguing and distinctive in the retail environment, while the brand communication is perfect. You can also see the product through a biodegradable window.”

Making the ordinary extraordinary

The potato box is plastic-free packaging that allows consumers to easily handle and store the product. The box features a convenient carrying handle and solid crash lock bottom. The freshness of the potatoes can be inspected through the clear cellulose window film, which is food grade, biodegradable and “OK compost HOME” certified. Microflute with Liner from MM Board & Paper.

The smooth surface is easy to print on and there is ample space for various graphic solutions, including recipe suggestions and large barcodes that allow for quick entry in grocery stores. The box features a convenient carrying handle.

Stacked delights

Cartonboard instead of plastic for catering, the Étagère, which features a top handle for easy transportation, allows several small dishes to be stacked on top of each other, saving space. The design means food can be presented elegantly, stylishly and sustainably! Reduced to the max, the presentation function matches the quality and image of the product.



Name of Entry | Kempinski Étagère
Entrant | RATTPACK®

Carton Converter | RATTPACK®
Brand Owner | Kempinski Vienna
Structural Designer | RATTPACK®
Graphic Designer | Kempinski
Cartonboard Manufacturer | Sappi

Advent in Style

This diptych calendar is presented closed with a sheath. When opened, the double hinged box becomes a refined Christmas decoration with an integrated pop-up of the famous Arcades. The quality of virgin fibers and printing is accentuated by hot foil. It contains 24 surprise Advent sweets to appreciate throughout the days of Advent. These sweets of various shapes are packaged in a suitable cushioning ecological and innovative cartonboard replacing the usual plastic blister.



Name of Entry | Maison Angelina Paris –
 Pop-up Advent Calendar
Entrant | SBCI société baumoise de cartonnages
 et d'impressions

Carton Converter | SBCI société baumoise de cartonnages et d'impressions
Brand Owner | Arcady's
Structural Designer | SBCI
Graphic Designer | Arcady's
Cartonboard Manufacturer | Holmen Iggesund

Me-Time

The art of soulful living is a giftbox to promote 15 minutes "me-time" every day. To highlight the contents, a natural touch and feel was important for this concept. Premium virgin fibre boards create enough strength, while the all-over fabric structure embossing, combined with the matt dispersion varnish, generates the natural touch and feel. Hot foil is used perfectly to highlight this personal gift. The closing lid is constructed as a separate element to give the consumer the option to use the box without it, once opened.



**PLATINUM
AWARD**

Name of Entry | Rituals – Summer of Joy
Entrant | Van Genechten Packaging
(Plant Turnhout)

Carton Converter | **Van Genechten Packaging (Plant Turnhout)**
Brand Owner | **Rituals**
Structural Designer | **Van Genechten Packaging (Plant Turnhout)**
Cartonboard Manufacturer | **Stora Enso | Metsä Board**

Romantic Affair

This package stands out with its perfect printing and finishing. There is a tactile reticulated varnish throughout the main design, which is noticeable when touched, adding to the romantic look and feel; beautiful to look at and beautiful to hold. The carton is a collectible as well as a conversation starter, offering an experience to be enjoyed with friends. The design retains the brand's bold, premium look and feel.



**PLATINUM
AWARD**

Name of Entry | Scottish Leader Moonchild
Whisky Limited Edition
Entrant | WestRock

Carton Converter | **WestRock**
Brand Owner | **Distell International**
Structural Designer | **WestRock**
Graphic Designer | **Moonchild Sanelly Team**
Cartonboard Manufacturer | **WestRock**

Naturally Recycled

To help the world's largest restaurant chain fulfil its strategy to source 100% of its guest packaging from renewable, recycled or certified sources by 2025, Graphic Packaging has developed a new solution for the company's range of fresh salads. This new solution has enabled moulded fibre bowls with a plastic lid to be replaced with an attractive one-piece, fully recyclable cartonboard alternative with strong differentiation. The cartonboard is produced using renewable fibres from sustainably managed forests.



Name of Entry | McDonald's – Hexagonal clamshell salad box
Entrant | Graphic Packaging International

Carton Converter | Graphic Packaging International
Brand Owner | McDonald's
Structural Designer | Carolin Spahlinger, Laurent Macault
Graphic Designer | McDonald's
Cartonboard Manufacturer | Stora Enso

Perfect Branding

Eco Wine Pack is the packaging solution designed by Alzamora Group for a client in the wine category. The main objective of this project was to achieve a sustainable and innovative packaging, which, at the same time, provides differentiation to the brand and is attractive to the product's target group, young consumers. The carton is recyclable, giving the product high visibility, blending nicely with the individual design of each can.



Name of Entry | Eco Wine Pack
Entrant | Alzamora Group

Carton Converter | Alzamora Group
Brand Owner | Hands Off Wines
Structural Designer | Alzamora Group
Cartonboard Manufacturer | Stora Enso

A Ravishing Show

The brief was to develop an elegant, modern pack for the new Yu Gin product, without impacting the environment. This concept has it all. A smart combination of two different boards allows for a one piece construction of the folding box. The window cut-outs of the outside layer create the side buffers. And it is designed in such a way that the box is pre-glued and easy to construct. Moreover, the fixings for the bottle at the bottom and the top are integrated and easy to use. This protects the bottle, while at the same time generating full visibility of the packed product in a 100% sustainable manner.



GOLD
AWARD

Name of Entry | Spiritique : Yu Gin
Entrant | Van Genechten Packaging
(Plant Angoulême)

Carton Converter | Van Genechten Packaging (Plant Angoulême)
Brand Owner | Spiritique
Structural Designer | Van Genechten Packaging (Plant Angoulême)
Cartonboard Manufacturer | BillerudKorsnäs | RDM

Surprising Advent

Due to its special shape and design, this Advent calendar is a work of art in itself. The hot foil creates beautiful highlights and makes the sphere sparkle, rendering it highly attractive. Each day of December has its own surprise, illustrated with the luminous world of paper artist Giselle Balosso-Bardin. The calendar has a ribbon that allows it to be hung as a Christmas decoration, while filling the calendar with chocolate, and the consumer opening processes, are both equally smooth processes. The small compartments can be opened and closed without any damage to the packaging.



GOLD
AWARD

Name of Entry | Advent Calendar Maison
du Chocolat
Entrant | DUCAJU®

Carton Converter | DUCAJU®
Brand Owner | La maison du Chocolat
Structural Designer | La maison du Chocolat | DUCAJU®
Graphic Designer | Giselle Balosso-Bardin
Cartonboard Manufacturer | BillerudKorsnäs

Shining Values

These cartons for top cosmetics are produced with FSC certified cartonboard and are fully CO² compensated. The glossy relief parts and the logo's metal effects were achieved by digital finishing; the converter did not apply hot foil stamping or a separate varnish. The cartons offer a large area for the creative pop art design and include a hinged lid on the outside, which allows great presentation of the products when opened, and a secure closure via a locking tab with the sound of an acoustic "click".



GOLD
AWARD

Name of Entry | Dr. Grandel PopArt
 Entrant | Edelmann Group

Carton Converter | Edelmann Group
 Brand Owner | Dr. Grandel
 Structural Designer | Edelmann Group
 Graphic Designer | Dr. Grandel
 Cartonboard Manufacturer | Stora Enso

Smooth Handling

There are already many different packages for clingfilm on the market. The folding box presented here stands out due to the innovative shape of its tear-off saw, which optimises the tear-off behaviour of the film to deliver smooth and perfectly usable film sections with no waste. The packaging consists entirely of cartonboard and is therefore recyclable and biodegradable.



GOLD
AWARD

Name of Entry | Elembal 20m film étirable
 Entrant | MM Packaging (Plant MM Packaging Caesar)

Carton Converter | MM Packaging (Plant MM Packaging Caesar)
 Brand Owner | Quickpack
 Structural Designer | MM Packaging (Plant MM Packaging Caesar)
 Cartonboard Manufacturer | Buchmann Karton

Lucky Charm

These chocolate ladybugs used to come in a PET thermoformed inset and were wrapped with foil. In this solution, all plastics were replaced with recyclable cartonboard. As these are gift products, the focus is on design attractiveness, highlighted with hot foil stamping and a unique packaging construction. The use of cartonboard gave the product many new options to communicate with consumers, and to support sales by impressive packaging with new finishings.



GOLD
AWARD

Name of Entry | Lindt Glückskäfer
Entrant | Cardbox Packaging Wolfsburg

Carton Converter | Cardbox Packaging Wolfsburg
Brand Owner | Lindt & Sprüngli
Structural Designer | Cardbox Packaging Pinkafeld
Graphic Designer | Lindt & Sprüngli Deutschland
Cartonboard Manufacturer | BillerudKorsnäs

Perfect Timing

Mercury Bikers is an Italian brand that markets electronic devices for motorcyclists and cyclists. They can be purchased in three different kits, depending on the type of desired accessories. For this reason, a special packaging was developed that would adapt to the various accessories and guarantee their protection, without using sponges or thermoforming. A box with interchangeable interiors was created to limit production and warehouse costs, at the same time offering excellent presentation and branding of the product.



GOLD
AWARD

Name of Entry | Mercury Smartwatch –
Mercury Bikers
Entrant | Lucaprint

Carton Converter | Lucaprint
Brand Owner | PF Sanson
Structural Designer | Lucaprint
Graphic Designer | PF Sanson
Cartonboard Manufacturer | Stora Enso

Looking back at three very exciting jury sessions, I was overwhelmed by the number and especially the quality of the submissions for all three Awards. It was great to see the creativity and functionality of carton solutions for the European Carton Excellence Award and the visible new applications in areas where plastic solutions previously dominated.

The entries clearly demonstrate the leadership of carton solutions on the road to circularity. Driven by consumer preference, many new ideas made it to the competition this year. This gives me confidence that our concepts and ideas work, and packaging from cartonboard is playing its part in solving the challenges of the EU Green Deal.



Winfried Mühling,
General Manager, Pro Carton

The entries for the Pro Carton Young Designers Award show what is possible when problem solving attitude meets creativity. The increasingly professional presentation of the entries is a big step forward. A big compliment goes to the professors and tutors; with their outstanding professional guidance, they gave their students a head-start for participation in the awards competition. A big thank you to WEIG Group for sponsoring the 2022 winners.

I personally joined the jury session of the Pro Carton Student Video Award. The perspectives with which the young generation looks at packaging challenges today, and the creativity they come up with in captivating storytelling, clever dramaturgy and the widely varying perspectives, was an enriching experience for the jury.

A big thank you goes to RDM for sponsoring this year's Pro Carton Student Video Award.

This year once again we had a diverse group of judges with rich industry experience. A "Herzliches Dankschön" goes to: Satkar Gidda, Susanne Lippitsch, Sanjeev Das, and Roland Rex for the European Carton Excellence Award and the Pro Carton Young Designers Award. Judging for the Pro Carton Student Video Award, Simon Bolton, Bady Minck and myself had exciting discussions and wide agreement on the winning entries.

I am already looking forward to the Awards 2023 entries. Each will help to demonstrate the power of cartonboard and cartons. Enjoy reading the Awards Brochure 2022, a journal of excellence.

A handwritten signature in black ink, which appears to read "W. Mühling".

Winfried Mühling,
General Manager, Pro Carton

September 2022

European Carton Excellence Award

This year finally saw the European Carton Excellence Award jury return to physical, in-person judging collectively and once again we welcomed a new judge – Sanjeev Das of Unilever.

As always, we had a wide array of designs from many categories. Some structural and graphic entries, some purely graphic, and of course, those reducing or replacing plastic.

It was noted by all judges that whilst some years ago we had many entries focused on print finishes, new print techniques and emboss/textures, we now see more and more sophisticated, clever cartons; the structures of which are very carefully thought through.



Satkar Gidda,
Chairman of the Jury

In a competition like this, where manufacturing involves huge cost and sophisticated construction and print techniques and the detail and margin between the entries are fine, the judges look to see where a pack has certain advantages or benefits in either reduction of material, structural design, touch and feel, merchandising, and of course, consumer understanding and benefit.

Whilst the winning packs are, on first sight, fantastic designs, I do encourage you to view them in conjunction with the comments and videos of the jury to gain some insight into our thinking. Each one is a standout design that adds so much value at various parts of the chain, be it manufacturing, distribution, retail or consumer.

Pro Carton Young Designers Award

This competition just keeps getting better every year. At the outset, we had a phenomenal 800+ entries to judge online initially and then subsequently shortlist 100+ entries to be assessed in person.

After two years of judging the students' entries purely online, it was great to once again be able to assess the shortlisted entries physically, in-person, alongside fellow members of the jury.

The entries were amazing and the creative thinking, the level of detail, and for some, the complexity of the construction that went into these designs, just goes to show the ability of all the students today, and of course the teaching and guidance of the lecturers.

Once again, we had new establishments entering for the first time, creating additional excitement across the whole competition.

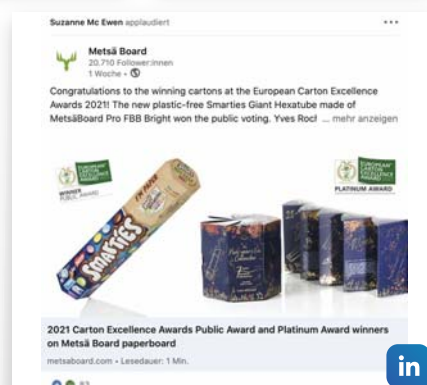
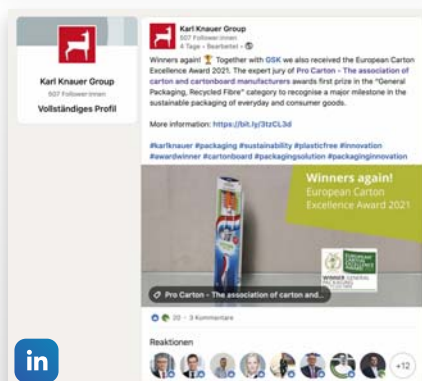
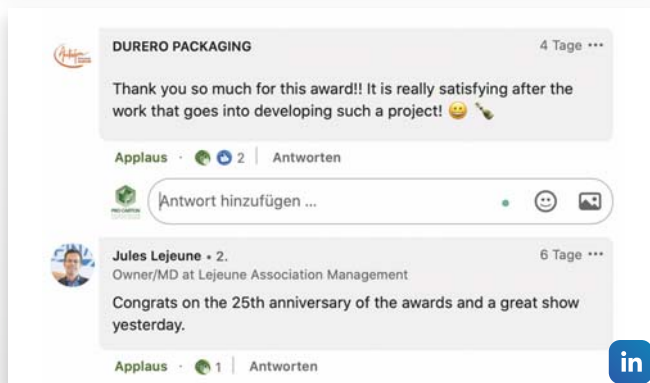
The jury were also amazed at the quality of the videos. Not just simple video recordings, but carefully planned, created and edited movies with soundtracks (for some). Very professionally done and it was remarked that some of the entries accompanied deserved an award just for the video alone.

Well done and thank you to all who entered and congratulations to the shortlisted 100+. Just to make this shortlist is quite something. The winners? Well, there was very little to choose between submissions at this point – they were the crème de la crème of this year's entries.



Satkar Gidda

August 2022





CARTon – The Race

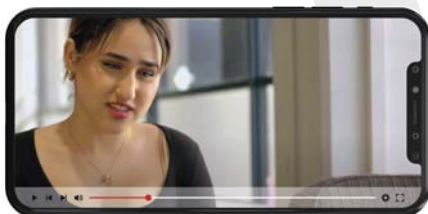
Creator | Lea Gicz, Emelie Friedl, Filip Pich
Institute | die Graphische | Higher Graphical
 Federal Education and Research Institute
Lecturer | Thomas Wolf, Bernhard Comploj

Have you ever seen a carton cart race? We certainly hadn't, so we have spent the last few weeks building our own little racing machines and documenting the whole process.

“Jury quote:

A contemporary film that is fun and energetic, with humour and a lot of style. Clear exposition of cartonboard as a heroic and fun product. There also was the spice of competition – within a competition. The audio effects in the beginning make you feel as being part of the action.”

**HIGHLY
COMMENDED
STUDENT
VIDEO AWARD**



I've Met Someone

Creator | Ezgi Dora, Hugo Landrey
Institute | University of Surrey
Lecturer | Susan Pratt

The video entails the protagonist breaking up with her unsustainable relationship with plastic packaging. She introduces her new 'partner' Carton, describing him as the better option for herself and the environment.

“Jury quote:

The irony of 'breaking up' with evil packaging and the choice of a new sensitive and thoughtful partner (cartonboard) was delivered superbly. The verbal script had some telling statements which demands consideration and even behaviour change. The film was well produced and the actor carried the message superbly.”



The Encounter

Creator | Hugo Landrey, Ezgi Dora
Institute | University Of Surrey
Lecturer | Susan Pratt

The film introduces the protagonist encountering an interesting bin that seems to reject anything other than cartonboard products.

“Jury quote:

A film with suspense and depth that makes you think that not every material can be recycled. Visualizing recyclability and circularity. Somehow a recycling bin is the 'Hero' of this film. A smart way of distinguishing between different packaging substrates. Demonstrating the fact that cartonboard has one of the highest recycling rates in Europe. Accepted by all recycling bins.”

The Cartonboard Case

Creator | Alex Chase
Institute | University of York
Lecturer | Dr James Ballands

A film noir-inspired dive into behind what cartonboard does for both us and the planet.

“Jury quote:

Funny and original with its own style. The intelligence of the script and the delivery was excellent. Also brave and entertaining, even if it's not perfect.”

**FINALIST
STUDENT
VIDEO AWARD**

Pro Carton – Recycling for generations to come

Creator | Marie Nustad Traedal
Institute | Ravensbourne University
Lecturer | Steven Bonnett

I wanted my video to showcase the joy of recycling. The story is meant to be easily understood by all ages. I decided to go for a simplistic style, and use Pro Carton's colours.

“Jury quote:

Reuse and recycle. A great blend of music and storyboard. Carton accompanies you for generations to come. Simple, effective, authentic.”

Drown

Creator | Tom Caron, Fleur Clerc, Mathéo Clary, Orpheas Tatakis
Institute | Université Lyon 2
Lecturer | Henri Joucault

This film shows the urgency of making a change and getting rid of the plastic overconsumption that is suffocating our planet. Cartons can be a solution to this issue.

“Jury quote:

Documenting the dramatic impact of plastic pollution. The entry reminded us of beach cleaning activities we did in the past. A great reflection for all of us before using the next plastic bag.”

A little game of “Who am I?”

Creator | Jana Volz
Institute | Otto Friedrich Universität Bamberg
Lecturer | Anette Scheunpflug

Everybody knows the game “Who am I?”, and in this video the carton's voice surprises and entices the protagonist to play the game. Cartons are more interesting and diverse than you think.

“Jury quote:

A great and entertaining approach to “talk” about the benefits of cartons. Great acting by the actress to demonstrate that cartons have become part of everybody's life.”



'New takes' for the 2022 Pro Carton Student Video Award!

It has now been three years that our award brief challenges students to share their thoughts on packaging and specifically on the benefits of cartonboard. And wow, this year we received many different approaches. Truly different!



Thank you to the students involved in the 60 video submissions, representing schools and universities from 19 countries in Europe. Thank you also to the teachers and educational staff who guided them and motivated them to get involved this year! Thank you for your passion to ever improving the entries.

The framework filter to assess the shortlist, judges considered the following criteria:

- Communication of Pro Carton's core messages
- Dramatic impact through idea creation and storytelling
- The quality of film execution and crafting

The unique, high-quality approaches challenged the jury just as much as last year. Deciding on just one winner was not possible, again! This year we have two with completely different viewpoints. Special thanks to RDM for so graciously sponsoring this creative award, so that more than one student group can benefit from it.

For the very first time this year, we ran a public vote for the 2022 Pro Carton Student Video Award. We want to give these creative works a wider stage. Thanks to everyone who voted! We hope you enjoyed the films as much as we did!

After the vote is before the vote! See you again in 2023. There are so many more stories to tell!



Here you can find the videos of the winners, highly commended and finalists.



The carton family: a recycle story

Around a table, a carton family find themselves looking at their family album together. Inside it they find stories of travels, different cultures and memories that highlight different uses of cartonboard and the importance of its recycling.

Creator | Marco Scirè, Shailu Flammini, Stefania Squitieri, Aurora Italiano
Institute | Accademia Italiana
Lecturer | Michele Cirillo



Jury comments

Bady Minck:

Great idea with the family album of the cartonboard family, a really great concept.

Simon Bolton:

The role that cartonboard has had in the world and the fact that it's being recycled and it's sustainable and could appear in so many different generations is really, really strong. It's a very big, powerful idea.

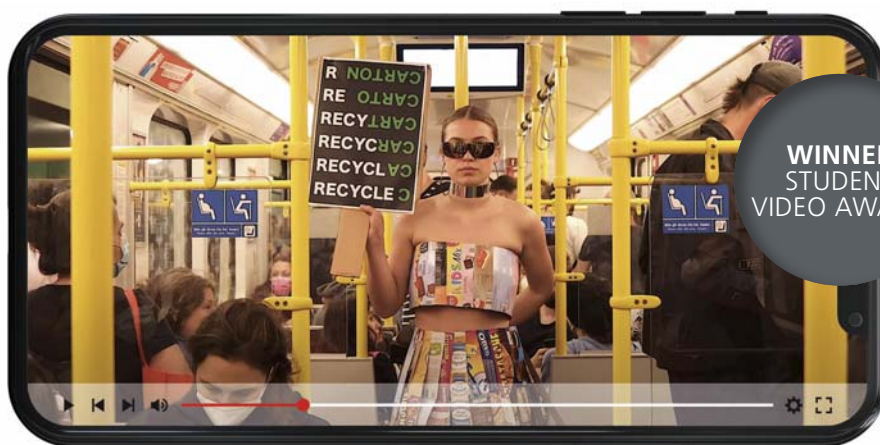
Winfried Mühling:

Reflections on circularity! I very much liked the creativity and thoughtfulness the team brought up. A time journey of well renowned cartons and brands. Carton, a friend for a lifetime. And beyond. Reborn. From generation to generation. Again and again. Carton is really a circular story, as we see! ”

Cartonovella

Cartonovella is a satirical and humorous short film about a quick rise to fame thanks to recycling carton. A woman finds herself at an ultimate low point after an unfortunate one-night stand that has left her in the street in nothing but her underwear. After finding herself in a pile of cartons, the young woman decides to turn her luck around.

Creator | Moritz Hilker, Lærke Blix Hagemann, Kenneth Dumevi, Benedek Tikk
Institute | SRH Berlin University of Applied Sciences
Lecturer | Gilbert Beronneau



Jury comments

Bady Minck:

Original, funny, imaginative and contemporary. Cartonboard recycling presented as cool and stylish!

Simon Bolton:

It's a clear piece of storytelling that does a great job of creatively presenting the value of cartonboard. A compelling story one which the audience is hooked into – a 'new take' on rags to riches... Brave messaging which the jury appreciated and a clear exposition of how recycling of cartonboard can be fun and dramatic. Highly creative! Strong advocacy for cartonboard! How close can you get with cartonboard than putting it next to your body, I found this really brave and beautifully done! Strong idea, well shot!

Winfried Mühling:

WOW! Disruptive! Different! Creative! A creative story about the use of cartonboard. I love the breakthrough thinking, sharing what is part of a young adult's life. The video includes elements of harsh reality and the visionary dream. A true winner! ”

Noods – Take Away

Our goal with this package was to improve the current inconvenience of take-away boxes. It's time to end all the hassle with plastic materials. Instead of food rolling around in a paper bag, we made a functional packaging solution that includes food, drinks and chopsticks. The opening and the closing of our packaging work like the wings of a stork. Inspired by ancient Asian culture with a modern twist, we wanted to make a take-away box influenced by generation Z and create something that attracts the audience in more ways than just the food inside.

Name of Entry | Noods – Take Away
Designer | Victoria Claesson, Pella Bergqvist
Institute | Brobygrafiska
Lecturer | Marie Falk

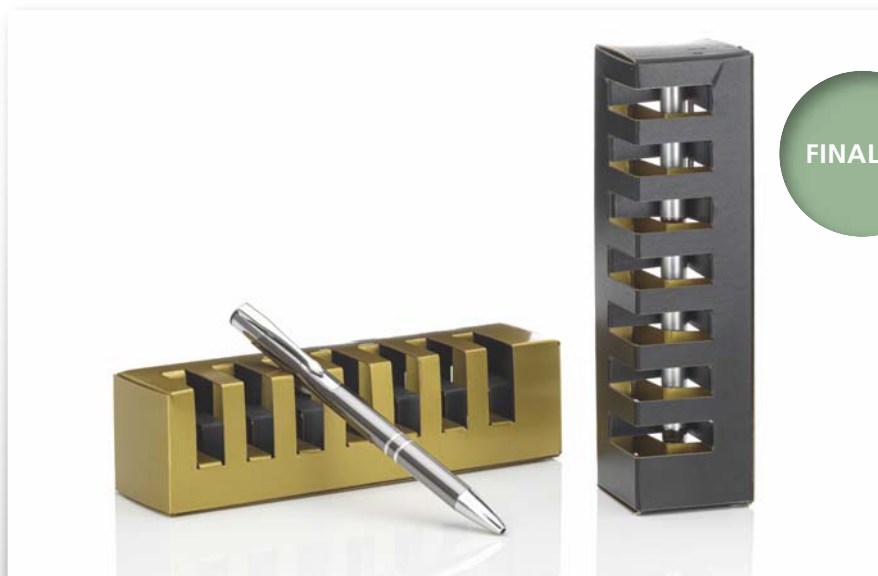


FINALIST

cagepack

This is a high-end fountain pen package that provides a first impression of the product for the user without opening the box. The cutouts that allow a glimpse of the product also provide stability by intertwining inwards. The intertwined additions inside ensure safety by protecting the product from external impacts.

Name of Entry | cagepack
Designer | Burak Usta
Institute | Istanbul Technical University
Lecturer | Prof. Dr. Gülname Turan



FINALIST

Fan Time!

A herbal tea packaging that brings together three different types of herbal teas recommended for consumption thanks to their various benefits. Inspired by the shape of a hand fan, the packaging consists of three dividers where the tea-bags are stored in a presentable manner, making it easier to simply go ahead and pick your choice for teatime!

Name of Entry | Fan Time!
Designer | Khuraman Mehdiyeva
Institute | Ondokuz Mayıs University
Lecturer | Dr. Deniz Ekmekçioğlu



FINALIST

Pickpack

Market research shows that there are no eco-friendly and sophisticated solutions for toothpick packaging. Pickpack's design creates a solution for not only storing but dispensing toothpicks. The pentagonal pyramid shape directs the toothpicks to gather around the outlet hole, allowing the user to remove toothpicks individually with just a shake. Ultimately, Pickpack brings not only an eco-friendly solution to toothpick packaging but also an ergonomic method of dispensing.

Name of Entry | Pickpack
Designer | Sinan Baltacı
Institute | Istanbul Technical University
Lecturer | Prof. Dr. Gülname Turan



FINALIST

Bloom Box

Bloom Box is a sustainable snack box, inspired by nature's beauty. The eye-catching hexagon shape is a common sight in nature and therefore an ideal shape to incorporate in the construction. Bloom Box is not your average box. It has been created to be the centerpiece of the party, and with its foldout floral leaves, it creates an interactive surprise and opening experience for the consumer. The design is a combination of soft hues and feminine, flowy typography. Together with the hexagon and the playful floral shape, they create the iconic look of Bloom Box.

Name of Entry | Bloom Box
Designer | Emelie Meilink, Sandra Alkevik, Katja Nivala
Institute | Nackademin
Lecturer | Jan Wigen, Pim Bruun



FINALIST

ClipClap – cotton swabs

The design of ClipClap cotton swabs is intended to appeal to customers and to provide a convenient on the go solution. Single cotton swabs can be conveniently taken out and the package is easy to open and reclose. An environmentally friendly and lightweight alternative to plastic containers.

Name of Entry | ClipClap – cotton swabs
Designer | Melina Reinberger
Institute | Höhere Graphische Bundes-Lehr- und Versuchsanstalt
Lecturer | Bernhard Sassmann, Giovanni Corsaro



FINALIST



WINNER
CREATIVE
CARTONBOARD
PACKAGING
FOOD & DRINK



Name of Entry | Twin Bags for Popcorn and Beverages
Designer | Burak Ayataç

Institute | Istanbul Technical University
Lecturer | Prof. Dr. Şebnem Timur, Dr. L. N. Ece Arıburun Kırca

“Jury Comments

by Roland Rex:

This cartonboard design gives a hand to customers in good company, be it at the cinema or at any other event. It allows you to safely carry two compartments filled with snacks, such as popcorn, as well as two drinks. Plus there is a lot of space for printing and marketing. Why didn't we think of this sooner? Simply a great idea well executed.”

Twin Bags for Popcorn and Beverages

Twin Bags is designed to solve the problem of conveniently carrying two bags of popcorn and beverages from the counter using only one hand. It is collapsible, efficient, sturdy, and easy to use. Once seated and having placed the beverages, two popcorn bags can be separated by tearing them from the perforated base.





WINNER
BEST
NEWCOMER



Name of Entry | Gift Packaging for Liquids
Designer | Oxana Zaporoniuc

Institute | Technical University of Moldova
Lecturer | Valeriu Podborschi

“Jury Comment

by Sanjeev Das:

We've seen very innovative solutions to consumer problems, creating unique experiences with cartonboard packaging. This design is a very good example of how to use the full potential of cartonboard. It is very simple and intuitive. The packaging needs very little material and shows the product very well, yet it protects the product from the hazards of transportation, such as dropping. We really felt this solution deserved a prize.”

Gift packaging for liquids

The design of this packaging is based on the target to avoid unnecessary use of packaging material, protect the product and allow attractive shelf display of the container itself. An eye-catcher on the shelves, it uses a minimum amount of packaging material and comes with a smart lock-in function to ensure safe product protection.

It has a very interesting opening mechanism. To get to the product the user simply needs to unscrew the top of the pack, very similar to the mechanism of opening a common liquid container such as a jar.



WINNER
CREATIVE
CARTONBOARD
IDEAS


Name of Entry | **Swingtape**
Designer | **Christian Jammerneegg**

Institute | **Werbe Design Akademie Salzburg**
Lecturer | **Mag. Art. Susanne Lippitsch**

“Jury Comment

by Satkar Gidda:

This is an absolutely genius piece of packaging. The inventiveness and the thought that went behind it was thrilling. This tape dispenser does not only replace plastic with cartonboard. The young designers thought of placing the cutter at the other side. This way the tape swings back at the starting point and another piece of tape is instantly ready to use. The cleverness in simplicity is what makes it genius.”

Swingtape

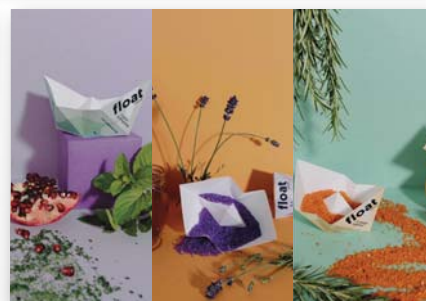
Plastic-free packaging. The cutter is located on the rear, and its clever swinging mechanism avoids the frustrating problem of the tape re-sticking on the dispenser. Tear a piece off. The tape will swing forward and be easy to grab.

SMALL, LIGHTWEIGHT, PRACTICAL





WINNER
CREATIVE
CARTONBOARD
PACKAGING
ALL OTHER



Name of Entry | float
Designer | Jana Becker, Wilma Schulz

Institute | Muenster School of Design/FH Muenster
Lecturer | Prof. Dipl.-Des. Steffen Schulz

“Jury Comment

by Sanjeev Das:

This beautiful packaging of bath salts surprised the jury with its simplicity in execution, yet offering an incredible consumer experience. The way the shape was thought through to fit into the concept of creating a boat inside the bathtub is remarkable. All achieved with a small single piece of cartonboard. The designers did an amazing job in thoroughly thinking end-to-end, from designing mere, beautiful packaging to creating a ritual of bathing. We are very happy to see this concept be one of the winners.”

float

Let us take you on a colourful journey surrounded by delightful scents we selected for your bathing experience. To make it extra special, we developed “float”. A sustainable and playful alternative to ordinary bath salt packaging, designed for everyone – adults as well as children. Through a smart folding mechanism, the salt packet transforms into a small paper ship. You can pour the salt before bathing or let “float” sink with its cargo. Little by little, it turns the water into a pleasant and colourful place to awaken sweet memories or just to have fun. Give it as a gift to yourself or your loved ones and surprise them with “float”!



827 submissions from more than 100 universities and educational institutions across Europe; what a commitment from the talented designers and their teachers to work with the most sustainable packaging – cartonboard. The Pro Carton Young Designers Award is likely the largest global packaging award today.

Over time, a sustainable and growing network has emerged. Every year, the number of higher education institutions that permanently incorporate the Pro Carton Young

Designers Award into their teaching curriculum increases. This is supported by the fact that every year more and more institutions take advantage of our workshops and tutorials, as well as our range of cartonboard supplies. And this year, the increasing quality of the entries amazed even our expert jury!

We have also achieved another objective: students present and “sell” their ideas and designs more and more professionally and are thus better prepared for their careers. The proportion of submissions with videos, some of which were of a very impressive standard, was particularly high.

Many are already beginning to prepare their 2023 submissions.

We are very much looking forward to the further development of Europe’s most important packaging competition for students, along with its national spin-offs in seven European countries.

In addition to the dedicated work of the jury, a very special thank you also goes to the WEIG Group for sponsoring the award winners.

The most recent addition to our awards, the Pro Carton Student Video Award, is now in its third year and continues its traditionally close cooperation with universities, and this year the best-of-the-best have applied, motivated by the standard of last year’s winners, which were widely streamed across different digital channels and generated a great response in the media. We look forward to showcasing the award winners again this year via our various communication channels and events.

The video award in particular gives entrants a relatively free rein, which in turn rewards us with highly creative and unusual approaches and provides a broad student perspective on cartonboard and cartons. This is very refreshing for all of us in the industry.

We will run both competitions again in 2023. Entry details, as well as information about the support we offer, can already be found on the Pro Carton website.



Horst Bittermann, President Pro Carton

Pro Carton Young
Designers Award:

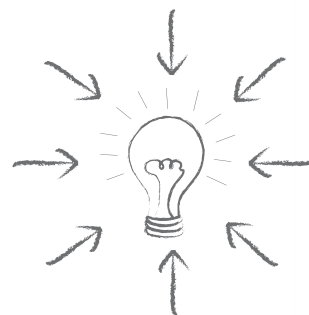


Pro Carton Student
Video Award:




Horst Bittermann, President Pro Carton

September 2022



For information on all the winners, award reports and, of course, to find out more about cartons and the cartonboard industry, please visit us on www.procarton.com as well as the major social media channels.


WINNER
SUSTAINABILITY


Name of Entry | align
Designer | Anna Grubing, Daria-Luna Sagurna, Sabrina Hofmann

Institute | Muenster School of Design/FH Muenster
Lecturer | Prof. Dipl.-Des. Steffen Schulz

“Jury Comment

by Roland Rex:

This is a very interesting solution considering the sustainable concept behind it. It replaces the plastic cover and offers a mono-material cartonboard packaging for this kind of product, while maintaining a great product presentation. This design also gives a second life to the pack as it helps to organise the cords. Very smart design thinking.”

align

Consumers buy and own various cables which often come in a single-use plastic packaging. Trying to tackle this issue, the idea of a more eco-friendly, alternative packaging inspired us to create “align”. “align” is your new innovative and alternative concept for storing and organizing cables. For secondary use, it allows you to easily organise your new spare cables.

Once opened, the tubes can be torn off and used as a single banderole or a combination of several stacked onto each other. Now go ahead and align your cables.

