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Pro Carton Young Designers Award winners announced

2022 winners demonstrate problem solving and creativity

Friday, 16 September 2022 – The winners of the Pro Carton Young Designers Award 2022, the leading packaging design competition, have been announced.

On 15th September, Horst Bittermann, Pro Carton President, announced the winners in front of a packed audience at the European Carton Makers Associations (ECMA) Congress, in Krakow, Poland. Across four categories, including Creative Cartonboard Packaging (Food & Drink); Creative Cartonboard Packaging (All Other); Creative Cartonboard Ideas; and Sustainability, the jury was amazed by the quality of the submissions, with the next generation of packaging designers demonstrating their creativity in problem solving when it comes to packaging design. Two more awards were presented to the best Newcomer and the Public Award.

Freeing up hands at the cinema: *Twin Bags*

Burak Ayataç, the designer of *Twin Bags for Popcorn and Beverages*, has taken the top spot in the 'Creative Cartonboard Packaging: Food & Drink' category, as well as scooping the Public Award. The Turkish student at Istanbul Technical University has solved the problem of transporting cinema snacks, creating an inventive way to carry two popcorn bags and



canned drinks from the counter to seat one-handed. The cartonboard design is not only useful but also collapsible, sturdy, and easy to use. The cleverly designed perforated base allows for seamless separation to share out the snacks and drinks once seated. Roland Rex, one of the judges, described



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Burak's design as 'well executed' and noted how the design provides room for additional printing and marketing opportunities.

This entry also won the Public Award, where the general public voted for their favourite creative carton concept in four categories: Food & Beverage, All Others, Creative Cartonboard Ideas and Sustainability.

Multi-folding masterpiece

Taking the top accolade in the 'Creative Cartonboard Packaging (All Other) category for their *Float* design was duo Jana Becker and Wilma Schulz from the Münster School of Design in Germany. The aesthetically pleasing design offers a sustainable alternative to traditional bath salt packaging. Demonstrating the structural capabilities of cartonboard, *Float* uses



a creative folding mechanism constructed from one piece of cartonboard, allowing the bath salt package to transform into a floating ship. As you bathe, the ship sails around, turning your bath into a relaxing, aromatic experience. Judge, Sanjeev Das, described *Float* as: 'beautiful packaging of bath salts...with simplicity in execution, yet offering an incredible consumer experience'.

Creativity with Cartonboard



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Demonstrating the opportunities to replace plastic with cartonboard, Austrian student Christian Jammerneegg, was announced as the winner of the 'Creative cartonboard Ideas' category with the design *Swingtape*. This compact tape dispenser design not only offers a sustainable alternative to plastic, but also solves the frustrating problem of tape re-



sticking to the dispenser. Once a piece of tape is ripped off using the attached cutter, the tape roll will swing forward to allow easy access to the next piece. Roland Rex praised *Swingtape* in his judging remarks, saying: 'This is an absolutely genius piece of packaging. The inventiveness and thought that went into it was thrilling'.

Savvy sustainability

The penultimate award of the evening put sustainability firmly under the spotlight when Anna Grubing, Daria-Luna Sagurna and Sabrina Hofmann, from the Münster School of Design in Germany, were announced as winners for their entry: *Align*.



The 'Sustainability Award' winner tackles single use plastic packaging in the technology industry, specifically cable and wire packaging, by replacing it with cartonboard. The sustainable consumer focused product has two removeable tubes which protect the original cable during initial transport, giving *Align* endless use for organising and sorting wires. The jury loved the entry, praising the students' 'very smart design thinking'.



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New-on-the-block

The final Pro Carton Young Designer Award recognises aspiring new packaging designers and submissions from institutions entering the awards for the first time. Here, Oxana Zaporoniuc, from the Technical University of Moldova, won the 'Newcomer's Award'. The student's sleek packaging design for liquids demonstrates the strength and durability of cartonboard. Oxana aimed to create packaging which removes the need for unnecessary material, without compromising on protection, while also delivering shelf appeal. The eye-catching protective packaging uses smart lock-in features that do not obstruct any of the fragile items' design or packaging. This year's judges described the design as 'a very good example of how to use the full potential of cartonboard'.



Winfried Muehling, General Manager of Pro Carton said: "We were delighted to see a record-breaking number of entries for this year's Pro Carton Young Designer Awards. This year, we received more than 800 submissions from over 100 universities and educational institutions across Europe, a 28% increase on 2021. Each year we see such ingenious, purposeful designs which solve a wide range of problems, from daily inconveniences to global issues. The entries this year perfectly highlight the versatility of cartonboard. We thank everyone for their efforts and a huge congratulations to the 2022 winners. We cannot wait to see the impact these inspiring young designers have on the future of the packaging industry."

Ends

Find hi-res images at: <https://www.procarton.com/awards/pro-carton-young-designers-award/2022-2/winners/>



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About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. www.procarton.com