



PRO CARTON



# STUDENT VIDEO AWARD 2023

Free to enter!

Open to all Film,  
Photography, Multimedia,  
Art and Communication  
students.

**Deadline: June 23<sup>rd</sup>, 2023**

Find out more:



[www.procarton.com](http://www.procarton.com)





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# PRO CARTON STUDENT VIDEO AWARD



Our industry is all about sustainability, circularity, innovation and the future. Cartons and cartonboard are part of our daily lives and are the most economically and ecologically balanced packaging medium. There are so many stories to tell and we need your help with that!

## WHAT?

Produce a short video (up to two minutes) to entertainingly promote one or more of the benefits of printed folding cartons or cartonboard. Read more about the advantages of folding cartons below and get inspired.

## WHO?

Open to all students enrolled at a European school or university

## HOW?

The video can be shot on any video camera or smart phone. It can be live-action, animated, stop-motion – you name it! The video then needs to be submitted through the online entry form on our website.

## WHEN?

The deadline is June 23<sup>rd</sup>, 2023.  
(Exact date TBA)



## WHAT ARE SOME OF THE ADVANTAGES OF FOLDING CARTONS?

- **Renewable** – they are made of cartonboard which comes from trees
- **Recyclable** – cartons can be recycled at least 25 times and the recycling rate in Europe is over 80%!
- **Biodegradable** – cartonboard will naturally degrade and not harm the environment
- **Sustainable** – more trees are planted than harvested in Europe
- **Brand communication** – cartons can be printed in unlimited number of colours with all sorts of special effects and are often used on premium quality goods to enhance brand image
- **Product protection** – cartons protect products and consumers and can help to reduce food waste!

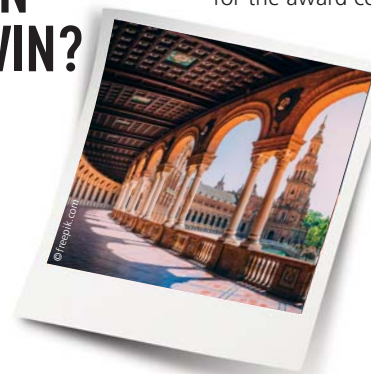
There is more to learn about the design, communication and sustainability advantages of cartons!  
Just visit our website > [www.procarton.com](http://www.procarton.com)

## WATCH THE BEST VIDEOS OF 2022:



## WHAT CAN I WIN?

There's a € 5000 cash prize on offer. The winner will be invited to Seville, Spain, in September for the award celebrations.



## HOW DO I FIND OUT MORE?

Scan the QR-code and visit our website  
[www.procarton.com](http://www.procarton.com)



## WHAT ARE PRINTED FOLDING CARTONS?

Cartons are used to package a wide range of products from breakfast cereals, confectionery and frozen food to pharmaceuticals and smart phones! Note – brown corrugated packaging (e.g. Amazon outers) and drinks cartons are excluded.

Have a look at the rules webpage, where we've added some examples!