



Storm Communications
T: +44 (0)20 7240 2444
E: procarton@stormcom.co.uk

Austrian designers recognised for packaging innovations and film creativity

XX October 2022 – Austria demonstrated how it is a leader in sustainable packaging design last month, with victories in the Pro Carton European Carton Excellence Award, the Pro Carton Young Designers Award, and the Pro Carton Student Video Awards. At the annual ceremony in Krakow, Poland, in front of 250 industry professionals, Austrian carton converters *MM Group*, *RATTPACK* and *Cardbox Packaging* were among the winners in European Carton Excellence Award, while student Christian Jammerneegg of Werbe Design Akademie Salzburg received a top prize in the Pro Carton Young Designers Award.

Packaging perfection from MM Group

MM Group, leading global producer of cartonboard and folding boxes, enhanced its stellar reputation in the sector by winning the Food & Drink Packaging | Recycle Fibre award for its plastic-free potato box ‘Hofer Marktplatz "Erdäpfelkiste"’, for Austrian potato company Lapro Stockerau.

Designed and produced in its plants in Vienna and Hirschwang respectively, 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. Additionally, 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 jury commended the ‘perfect’ brand communication, while MM Packaging’s Philipp Freymüller said: ‘I am very happy and honoured to bring this award back home. I will gather all the team together and then we will celebrate!’





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You can watch the full interview with Philipp Freymüller [here](#).

A sweet victory for RATTPACK

Printing and packaging specialist *RATTPACK*, headquartered in Wolfurt, Austria, was awarded Platinum for ‘Kempinski Étagère’. Working with the luxurious Austrian hotel brand Kempinski Vienna, it produced a minimal yet elegant design that allows several small food items, such as cakes or biscuits, to be stacked on top of each other, without compromising on space or damaging the product within. Reflecting the quality of the product and brand, the pack also includes an intuitive handle, making transportation simple, and, crucially, replaces all plastic with sustainable cartonboard.



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Gold Awards for Cardbox Packaging and MM Packaging

Austrian companies were also the recipients of two Gold Awards during the ceremony. *Cardbox Packaging*, based in Wolfsberg, took home one of them, with its pack ‘Lindt Glückskäfer’, for the Swiss premium chocolate brand. The packaging was made to package its chocolate ladybugs products, replacing all plastics with recyclable cartonboard. The pack was recognised for being visually striking and helping the brand to communicate to customers effectively.

MM Packaging also scooped a Gold Award for its folding box for clingfilm. ‘Emlbal 20m film étirable’ was created for the brand Quickpack. The pack stood out in a saturated market due to the innovative shape of its tear-off saw, which optimises the tear-off efficiency of the film to deliver smooth and perfectly usable film sections with no waste.



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Designers' delight for Jammerneegg

Austrian student Christian Jammerneegg, from the Werbe Design Akademie Salzburg, took home one of six top prizes in the Pro Carton Young Designers Award for his entry 'Swingtape'. Victorious in the Creative Cartonboard Ideas category, 'Swingtape' is a cartonboard tape dispenser, with a twist – its clever swinging mechanism ensures no time is wasted picking at the tape to use another piece.



The jury were delighted with the small, lightweight, practical, and of course, plastic-free, tape dispenser, describing it as an “absolutely genius piece of packaging” thanks to its “cleverness in simplicity”, adding “the inventiveness and the thought behind it was thrilling”.



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In addition to the two winners, Melina Reinberger, a student at the Higher Federal Graphical Institute of Education and Research in Vienna, reached the final of the Pro Carton Young Designers Award for 'ClipClap', an environmentally friendly and lightweight cotton swab holder.

Meanwhile, students at the Higher Federal Graphical Institute of Education and Research also enjoyed success in Pro Carton's third cartonboard competition – Pro Carton Student Video Award. Lea Giczy, Emelie Friedl and Filip Pich achieved the 'Highly Commended' award for 'CARTon – The Race', where they documented the process of creating their own cartonboard vehicles and racing them through the countryside. The jury was impressed with the students, describing it as a "contemporary film that is fun and energetic with humour and a lot of style" and appreciated the "exposition of cartonboard as a heroic and fun product."

You can watch it here: <https://www.youtube.com/watch?v=OFkT7h4hebk>

Winfried Muehling, General Manager of Pro Carton commented: "We were truly excited and proud by the quality of the entries across all our awards this year. The designs are becoming increasingly more sophisticated and diverse, with a greater focus on consumer handling and material usage. The entries from RATTPACK and Christian Jammerneegg were the perfect advert for cartonboard's versatility – practical, stylish, whilst helping to protect our planet.

"We extend our congratulations to entrants across our three awards. We look forward to hearing even more about their successes in the year to come and invite all companies to enter again next year. Stay tuned for updates via Pro Carton's social media channels."

Ends

Find hi-res images at: [XXX](#)



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Notes to editors:

For further information, please contact the Pro Carton press office on +44 (0) 20 7240 2444 or procarton@stormcom.co.uk

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