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German creativity recognised at prestigious packaging awards

XX November 2022 – Germany’s top packaging designers and creative students were recognised in a trio of Pro Carton Awards last month. Winners of the European Carton Excellence Awards, Pro Carton Young Designer Award and Pro Carton Student Video Award were announced in front of 250 packaging industry professionals in Krakow, Poland. This included Faller Packaging, and students from the Muenster School of Design (FH Muenster) and SRH Berlin University of Applied Sciences.

A double celebration for Faller Packaging

After marking its 140th anniversary in 2022, Faller Packaging found another reason to celebrate at the **European Carton Excellence Awards** after winning the General Packaging, Virgin Fibre Award. Working with cartonboard manufacturer, Holmen Iggesund, its packaging for the medical PleioFlow UK device was chosen for its functionality and carefully crafted structure.

The regulations for medical device packaging are extremely complex, requiring brands to adhere to high standards used in operating rooms and sterile surroundings.



The winning solution was designed to keep the device in a stable position, guarantee its safety and functionality, while protecting the microbiological barrier, which is provided by stericlin® pouches.



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It was described by the jury as a “great, simple example of cartonboard for the medical industry”, while its functionality impressed the Awards jury. Furthermore, the unprinted cartonboard offers many advantages for employees preparing the device in its microbiological barrier as well as the user of the device itself. It allows the stericlin® 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.

Cosmetic Designs take Gold

Demonstrating how to make cosmetic packaging eye-catching and sustainable, Edelman Group, a leading packaging manufacturer and systems supplier, also walked away with a Gold European Carton Excellence Award for its Dr. Grandel PopArt entry.



Working with Stora Enso, Edelman Group designers demonstrated how FSC certified cartonboard can be used for premium cosmetic products. Featuring both glossy and metal effects, achieved by digital finishing, the cartons offer a large area for a creative pop art design, and include a hinged lid on the outside, which effortlessly presents the product when opened. A satisfying acoustic ‘click’ can be heard when the locking tab ensures a secure closure.

German young designers excel in sustainable design

Celebrating the next generation of German designers, not one but two groups of students from the Muenster School of Design (FH Muenster) were recognised in this year’s Pro Carton Young Designers Award.



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Young designers, Jana Becker and Wilma Schulz were the first to be recognised, winning the Creative Cartonboard Packaging - All Other Award for their entry: 'Float'. Described as a 'sustainable and playful alternative to ordinary bath salt packaging', the design features a smart folding mechanism allowing the salt packet to be transformed into a small paper ship.



Designed for adults and children alike, the bath salts can be poured directly into water before bathing, or by letting the 'float' packet sink with its cargo. You can hear more from the winners [here](#).

Speaking about the concept, members of the jury said, "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."

Meanwhile, fellow Muenster School of Design students Anna Grubing, Daria-Luna Sagurna and Sabrina Hofmann took home the Sustainability Award for their 'Align' concept. Recognising that consumer buy and own cables which often come in single-use plastic packaging, they decided to tackle





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the issue, creating an eco-friendly alternative: 'Align'. Hear directly from the winners [here](#).

Recognised as an innovative and alternative concept for storing and organising cables, it allows users to easily organise cables and once opened, can be used as a single banderol or a combination of several stacked packets on top of each other. Speaking about the concept, the jury said: "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."

Original thinking heads to the big screen

Awarded the top title at the Pro Carton Student Video Awards, Moritz Hilker, Lærke Blix Hagemann, Kenneth Dumevi, and Benedek Tikk from SRH Berlin University of Applied Sciences were recognised for their satirical and humorous take on the benefits of cartonboard. The joint winning entry, 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 encounter 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.





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Described by the jury as “original, funny, imaginative and contemporary”; “a clear piece of storytelling that does a great job of creatively presenting the value of cartonboard”; and “Disruptive! Different! Creative!” this original video entry captured the attention of not only the jury, but the public when it was crowned winner of the Public Award.

Hear more from Lærke Blix Hagemann, Award winner and actress at the forefront of this modern take on cartonboard on the Pro Carton YouTube page [here](#). You can also find the winning entry along with all of this year’s finalists [here](#).

Winfried Muehling, Director Marketing and Communications, Pro Carton commented: “The quality of entries this year gives us all reason to be excited and proud of our industry and the opportunities afforded by cartonboard. Packaging designers continue to come up with more sophisticated and interesting ways to utilise carton, and with brands looking to reduce material usage, innovation is taking centre stage. The examples from Faller Packaging and Edelmann Group demonstrate the versatility in both design and application – they are practical, eye-catching, and importantly, kind to the environment.

This creativity extends to the entrants and winners of the Pro Carton Young Designers Award and Pro Carton Student Video Awards. It is truly a privilege to be able to work with and encourage the next generation of designers. We have loved seeing their varied and creative approaches to demonstrating the benefits of cartonboard. We extend our congratulations to entrants, finalists, and winners across our three awards and look forward to hearing more about their successes in the year to come.”

Ends



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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