



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD

Join The European Carton Excellence Awards 2023





# European Carton Excellence Award

## Pride of our industry

The European Carton Excellence Award, now entering its 27<sup>th</sup> year, showcases the very best in cartonboard packaging design and manufacturing.

Each year, the leading mills, converters and designers enter their most impressive cartonboard creations in an effort to have their design crowned Carton Of The Year.

Several categories, representing the entire sector, are open for entry, with special awards for those with impeccable sustainability credentials and those that have pushed the boundaries of innovation with their designs.

The European Carton Excellence Award 2023 will once again demonstrate the incredible innovation in this sector. Don't miss your chance to enhance your credentials.

Previous winners:



Snack Tomatoes, by Rutgers Printing & Packaging Solutions and Stora Enso



Mini Moet, by Van Genechten Packaging and BillerudKorsnäs



Roku Gin, by Van Genechten Packaging and Stora Enso



ABT Lifestyle, by Mayr-Melnhof Packaging and Fedrigoni





# Benefits for all stakeholders



## Brand owners

Demonstrate to consumers just how committed you are to using sustainable forms of packaging. We all know that shoppers are looking for more environmentally-friendly purchases, so if you've made the switch to cartonboard or have created something completely unique, a European Carton Excellence Award is the perfect recognition for your drive to help the planet.



## Mills & Converters

Recognition of European Carton Excellence Award will enable you to highlight your innovation and set you apart from the competition. As Europe's most prestigious award for cartonboard packaging there is no better way to demonstrate your creativity and manufacturing standards to brand owners looking for the best in sustainable packaging.



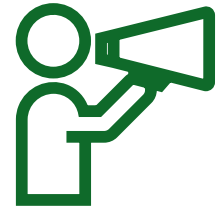
## Designers

If you have played a key role in the development of a unique cartonboard packaging concept then a European Carton Excellence Award is great way to showcase your design ingenuity internally and externally.



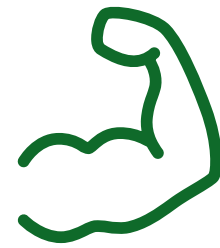


# Quantifiable reasons to enter the competition in 2023



## Free marketing

Simply being nominated for an award presents an opportunity to use this for publicity purposes. Making the shortlist can improve your brand awareness. The promotion which follows is all free!



## Stronger position against competitors

Media exposure for THE award-winning business in your respective industry.

Wide coverage in industry media, newspapers and magazines.



## More sales - more customers

Winning or being nominated for awards is a strong indicator of trustworthiness among prospective customers.



## Enhanced customer retention

Entering and winning business awards demonstrates to your customers that your business is at the top of its game, reinforcing their reasons for using you in the first place.



## Increased credibility

An award nomination can act as a third party endorsement for your business.

A win can give a real stamp of authority and credibility within your industry sector and is a sign of quality for potential customers.



## Employee motivation

Awards are a fantastic way to recognise the hard work of your employees and help boost staff morale. Knowing they have contributed to the recognition winning an award brings is a great motivator to continue to perform for your company.



## Valuable exposure

An awards ceremony is a good opportunity to put your business in front of influential and noteworthy people who may be key players within your industry, sector or region.



## Attract talent

Winning an award validates your hiring stature among new recruits. By pitching yourself as the best, you can attract the talent you need to push your business forward. Who doesn't want to work for an award-winning company?



# The Awards In Numbers

160+

Industry media clippings annually

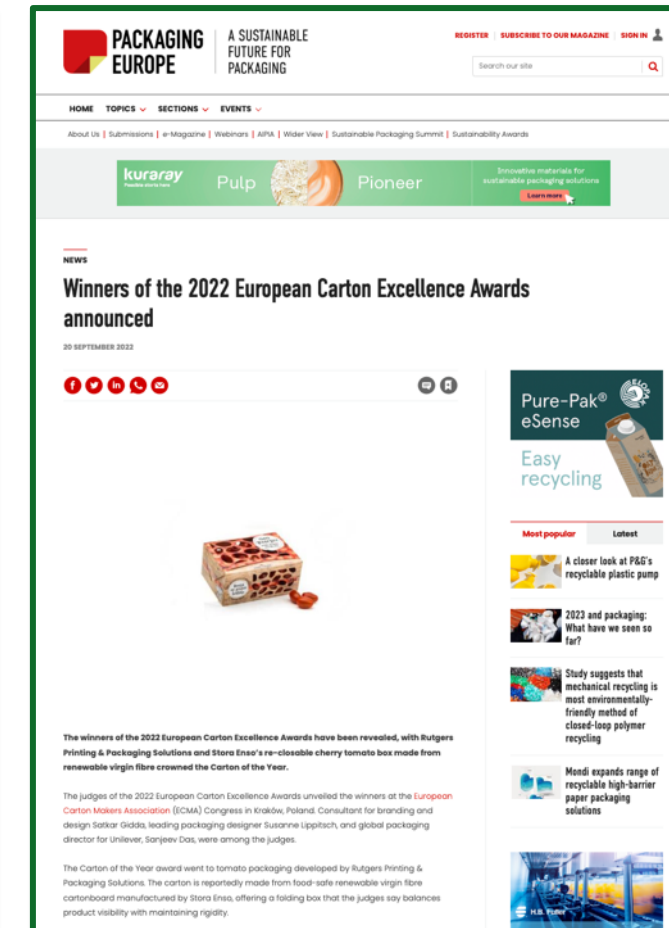
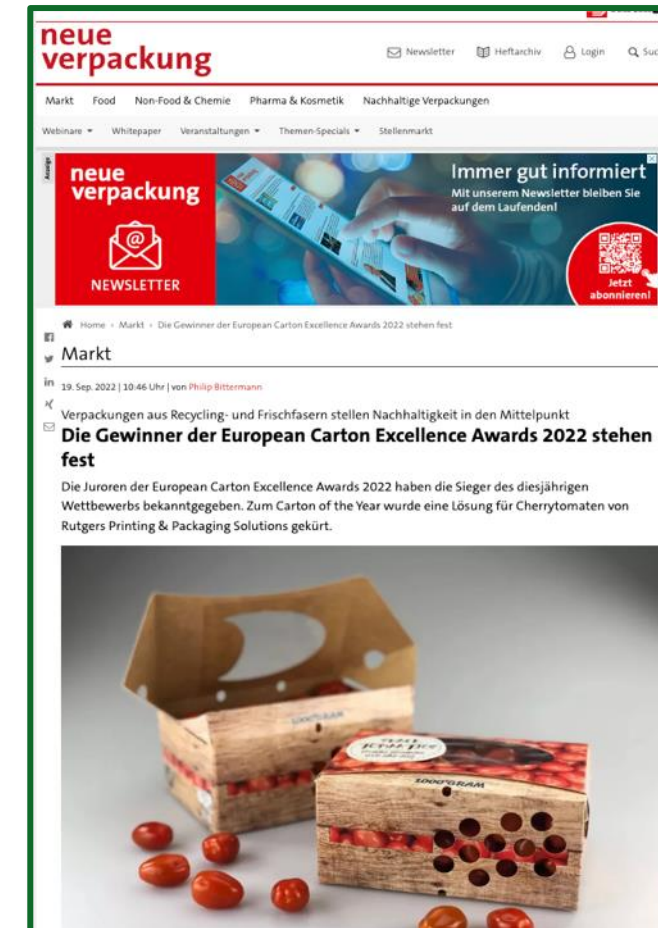
12m+

Impressions from PR and social media activity

150k+

Visits to the award website annually

# Featured in...





# What categories can you enter?

There are a range of European Carton Excellence Award categories that recognise and reward the achievements of those within the sector. The awards are judged by industry experts, at the personal invitation of Pro Carton and ECMA. Great care is taken to avoid conflicts of interest, and all judges are required to sign a non-disclosure form.

Opposite is a list of the categories that are available for self-entry. In addition to these, the judges will select a Carton Of The Year winner from all finalists, while a Public Award will be selected by a web based public vote.

*Please note that all entries must be manufactured on cartonboard produced by a member or overseas patron of Pro Carton, and must have been printed and converted by an ECMA or Pro Carton direct or indirect member.*

Best  
Food & Drink  
Packaging Using  
Virgin Fibre

Best  
Food & Drink  
Packaging Using  
Recycled Fibre

Best  
General  
Packaging Using  
Virgin Fibre

Best  
General  
Packaging Using  
Recycled Fibre

Most Sustainable  
Carton

Most Innovative  
Carton





# How to enter

It is easy to be involved in the 2023 European Carton Excellence Award.

Simply follow the link below – or scan the QR code – to find a raft of information about the awards.

[www.procarton.com/awards/european-carton-excellence-award/](http://www.procarton.com/awards/european-carton-excellence-award/)



Please refer to the Rules to enter here: <https://www.procarton.com/awards/european-carton-excellence-award/2023-2/rules/>

## Key dates

Entries must be received no later than 26 May 2023.

Judging will take place mid-June.

The Awards Ceremony will take place during the ECMA Congress in Seville, Spain on 21 September 2023.



# Need assistance?

If you require any help or support with your entry please do not hesitate to contact a member of our team who would be delighted to assist you.



**Adam  
Craig**



**Danielle  
Wolstencroft**



**Olivia  
Evans**



**Katie  
May**



[europencartonexcellenceaward@procarton.com](mailto:europencartonexcellenceaward@procarton.com)



+44 (0)20 7240 2444

