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Pro Carton Awards return to inspire young packaging designers

Entries for the 2023 Pro Carton Young Designers Award (PCYDA) are now open to find the next generation of cartonboard innovators.

Europe's leading packaging design competition is back and now open for entries. The 2023 edition of the [Pro Carton Young Designers Award](#) invites Europe's aspiring designers to submit their cartonboard concepts for a chance to win a trip to a leading cartonboard manufacturer and gain exclusive practical training at a folding carton producer in Europe. **Entries are scheduled to close 19 May 2023.**



Pro Carton Young Designers Award 2023 is now open for entries

Helping to promote sustainable packaging innovation across Europe, the Pro Carton Young Designers Award celebrates the talents of young designers and the creative minds set to influence the next chapter of packaging innovation.

The awards, which launched in 2004, invites students from European schools, colleges, and universities to put their design skills to the ultimate test and create the most innovative, cartonboard packaging concept. Entries can be submitted in three categories, including Food & Drink, All Other, and Sustainability. In addition, one winner will be chosen as the public's favourite and take home an Apple iPad. All finalists and teachers will be invited to attend the Award Gala ceremony, taking place in September 2023 in Seville, Spain.



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Entrants are encouraged to think about sustainability in design, and how brands can embrace the versatility and functionality of cartonboard, transforming their packaging and shelf appeal using renewable materials.

Students from all stages of education are encouraged to participate in the free-to-enter competition. Teachers are also invited to include the Pro Carton Young Designers Award in their 2023 course projects. For those interested, Pro Carton's supporting partners will also provide complementary cartonboard sheets for students to use.

Since launching in 2004, the packaging award scheme continues to grow, with an increased interest from educational institutions who have recognised the valuable opportunities the Award brings for young designers. In 2022, the Awards saw a record-breaking number of entries with over 800 submissions from over 100 universities.

Amongst some of the 2022 winners, **Twin Bags for Popcorn and Beverages** designed by Burak Ayataç scooped the top prize for the *Creative Cartonboard Packaging | Food & Drink category* for its convenient and sturdy solution, whilst creators Jana Becker & Wilma Schulz won the *Creative Cartonboard Packaging | All other category* for **float** - a sustainable and playful solution to bath salt packaging. Meanwhile, students Anna Grubing, Daria-Luna Sagurna & Sabrina Hofmann took home the *Sustainability Award* for their design, **align**, which is an eco-friendly alternative to store and contain cables, eliminating the use of plastic.



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Pro Carton Young Designers Award winners 2022

Commenting on the Award, **Winfried Muehling, Marketing and Communications Director, Pro Carton**, said: “The Pro Carton Young Designers Award is a remarkable competition which offers students of all ages with a fantastic opportunity to exercise their creative talents and think about the future of packaging and our planet. Cartonboard is such a truly versatile and renewable material and we’re continually blown away by creativity demonstrated by our previous winners. We’re excited to see the entries roll in for another successful year of cartonboard creations by the future leaders of the packaging industry.”

For more information on the Pro Carton Young Designers Award, read the full brief and competition rules here: <https://www.procarton.com/awards/pro-carton-young-designers-award/2023-2/rules/>

Ends

Find hi-res images at:

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About Pro Carton



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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

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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