



Storm Communications
T: 020 7240 2444
E: procarton@stormcom.co.uk

Le Musée du Cartonnage et de l'imprimerie promotes renewability and recyclability of cartonboard

The French carton capital displays winning entries from the European Carton Excellence Awards 2022 for the second year running.

24 May 2023: Le Musée du Cartonnage et de l'imprimerie, located in Valréas, France, is now open offering visitors a first-hand look at the winners of the European Carton Excellence Awards (ECEA) 2022. As the museum continues its partnership with Pro Carton, the European Association of Carton and Cartonboard Manufacturers, it continues to advocate and promote the environmental benefits of cartons and cartonboard.



Le Musée du Cartonnage et de l'imprimerie, Valréas, France

14 new cartonboard designs join the Pro Carton display, crafted by some of the industry's leading cartonboard manufacturers. Together they highlight not only the flexible and durable characteristics of the packaging medium, but its strong environmental credentials.

The 2022 winners were presented with their awards on 16 September 2022 during the European Carton Makers Association (ECMA) Congress in Krakow, Poland. Rutgers Printing & Packaging Solutions won



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the prestigious Carton of the Year Award for its cleverly designed Cherry Tomatoes Pack. Other designs on display include the category winners for the Sustainability, Innovation and Public awards.

Also on display is Public Award winner DUCAJU®, with its innovative spherical hanging advent calendar for French chocolate brand La Maison du Chocolat. Whilst Sustainability Award winner Van Genechten Packaging's Herbal Essence Shampoo and Conditioner bundle demonstrates how packaging can balance product information and keep products safe during transportation, providing an eco-friendly alternative for a well-known personal care brand.

Each year, the ECEA award acknowledges, rewards, and challenges partners across the supply chain to showcase their most innovative cartonboard packaging designs. As well as winning the prestigious accolade of an ECEA award, winning packs will be displayed in the Musée du Cartonnage, France and the Museum of Brands, London. Entries to this year's ECEA competition close on **26 May 2023**.

Virginie Vincent-Jardin from Le Musée du Cartonnage et de l'imprimerie, said: "Our continued partnership with Pro Carton delivers an important message about cartonboard in that it is renewable, recyclable and is fast becoming the preferred packaging material for brands as consumers look for sustainable alternatives. Last year's display was a huge success, so I am confident that our new display of packaging innovations will be a hit with our visitors who are eager to learn more about the environment and the steps we can all take to reduce the impact of climate change, starting with recycling and choosing sustainable packaging materials, such as cartonboard."

Winfried Muehling, Pro Carton's Marketing and Communication Director, added: "Last year, I had the pleasure of visiting Le Musée du Cartonnage et de l'imprimerie in Valréas, France which is home to some of the country's biggest carton producers. The museum has extensive displays showcasing the historical journey of cartonboard, helping visitors understand why it is the go-to packaging medium for manufacturers, designers and marketers to meet the goals of the circular economy.



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As the findings from our latest consumer survey demonstrate, 85.5% of French consumers favour cartonboard and its recycling credentials, so as more consumers across Europe shop sustainably, we are very excited to continue our partnership with Le Musée du Cartonnage to share the importance of sustainable packaging with all of its visitors.”

For more information on Le Musée du Cartonnage et de l’imprimerie, visit:

<https://www.vaucluse.fr/culture-et-patrimoine/les-musees-departementaux/le-musee-du-cartonnage-et-de-limprimerie-a-valreas-867.html> and to find out more about this year’s European

Carton Excellence Award, including how to enter, visit:

<https://www.procarton.com/awards/european-carton-excellence-award/2023-2/enter/>.

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