



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

Pro Carton Announces the Public Award Finalists for the Student Awards: The Future of Cartonboard Is In Good Hands

FOR IMMEDIATE RELEASE

24 July – Pro Carton, the European association of carton and cartonboard manufacturers, has today announced that voting for the Public Award category in this year's *Pro Carton Young Designers Award* and *Pro Carton Student Video Award* is now open.

24 carton packaging concepts, designed by students studying at universities across Europe, have been shortlisted for this year's Pro Carton Young Designers Award – sponsored by one of Turkey's leading packaging designers, Duran Dogan, and leading cartonboard producer in Turkey, Kartonsan. Additionally, eight engaging and highly creative videos have been shortlisted for the Pro Carton Student Video Award.

Together, over 850 entries were received from institutions from across Europe and judged by esteemed judging panels. Satkar Gidda, former Sales and Marketing Director of SiebertHead; Sanjeev Das, Unilever's Global Packaging Director in the Foods and Ice Cream business; Alican Duran, Managing Director of Duran Dogan and Chairman of KASAD; and Kemal Ozkirim, Marketing Manager of Kartonsan, formed the jury for the Pro Carton Young Designers Award.

The shortlist for the Pro Carton Student Video Award was selected by Simon Bolton, who sits on the boards of esteemed Scandinavian agencies EVERLAND, Kontrapunkt, and Kapero; Bady Minck, and award-winning film director and producer; and Winfried Muehling, Head of Marketing and Communications at Pro Carton.



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Industry professionals, academics and the general public are now invited to cast their votes for their favourite projects to recognise this talented next generation of designers and filmmakers.

An evening of celebration in September

The Public Award winners will be revealed at the Awards gala in Seville, Spain on 21 September 2023, together with the winners of other award categories and the prestigious European Carton Excellence Award. The event promises to be an unforgettable evening. It will bring together industry leaders, professionals, and visionaries to celebrate the outstanding achievements and groundbreaking advancements in sustainable packaging design.

Winfried Muehling, Head of Marketing & Communications at Pro Carton and member of the jury, said:

"The quality of the entries into both the Pro Carton Young Designers Award and Pro Carton Student Video Award demonstrates that the future of our industry is in good hands. The judges for the former award - who represent the entire cartonboard value chain - found it extremely difficult to select a shortlist. Indeed, a number of designers created novel and functional packs that could go on to be used commercially. And the videos we received showed great skills of storytelling, using creative techniques to promote Pro Carton's key messages about cartonboard."

Voting is open until midnight on **15 August 2023**. For more information and to place your vote(s) in this year's awards visit the [Pro Carton Young Designers Award Public Award](#) and [Pro Carton Student Video Award Public Award](#).

Ends



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For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

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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

The 24 Pro Carton Young Designers Award Public Award finalists are:

- **Bites & Bonds** by Ertugrul Unal of Ondokuz Mayıs University, Turkey
- **Cone Packaging** by Ezgi Zelal Aksan of Bahçeşehir University, Turkey
- **Drop. Glue Stick** by Nova-Elizabetha Jannes of Die Graphische, Austria
- **Floss Roller** by Jaume Garcias of Edib Palma, Spain
- **Game Packaging** by Mia Friis of The Oslo School of Architecture and Design, Norway
- **GoGirl** by Mia Adele Gyllensten Johansen of Arkitektur - og designhøgskolen i Oslo, Norway
- **Kiku 菊** by Giacomo Piffaretti of Istituto Marangoni, Italy
- **Kitics** – a sustainable make-up brush packaging by Julia Vondracek of Die Graphische, Austria
- **Lipstick Box** by Orçun Dönmez of Atılım University, Turkey
- **"niud" Sustainable Razors** by Barbara Gielesberger of Höhere Graphische Bundes- Lehr- und Versuchsanstalt, Austria
- **Overwatch** by Lukas Ackermann of FH Joanneum, Austria
- **Pecchio** - lo snack preferito da tutti by Leonor Pinto Félix of ESAD Matosinhos, Portugal



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- **Recyclable 6-pack Holder For Canned Beverages** by Lenart Marovt of Faculty of Natural Sciences and Engineering, Slovenia
- **Packaging Mop Mery** by Antuan Soto Rodriguez and Pablo de Santiago of Escuela Superior de Diseño de La Rioja, ESDIR, Spain
- **PopCap** by Emily Klein and Brandon Escalona of FH Joanneum, Austria
- **SandKit** by Maria Paula Monroy Vargas, Sarah Drauschke and Margo Rindle of FH Münster - MSD Münster School of Design, Germany
- **SpiceBar** by Sofie Maria Schlein, Irina Kozlova and Leonie Bornhöft of FH Münster - MSD Münster School of Design, Germany
- **Stick To It** by Maja Gehling, Anika Kubirski and Lisa Werner of FH Münster - MSD Münster School of Design, Germany
- **TapOut** by Johannes Nyborg Heyning of Arkitektur - og designhøgskolen i Oslo, Norway
- **Tekilla Skull** by Oskar Miel of Höhere Graphische Bundes- Lehr- und Versuchsanstalt, Austria
- **Telescopic Packaging For Watches** by Tom Price of University of Leeds, UK
- **Twist: Duo** by Deniz Ada Akin of Atilim University, Turkey
- **UrbanBITE** by Nang Htwe Htwe Lwin of Ravensbourne University, UK
- **W-Line** by Sezin Özbalcı of Bahçeşehir University, Turkey

The eight Pro Carton Student Video Award Public Award finalists – are:

- **Cartonella - Carton Brings People Together** by Melissa Nedeljkov from Höhere Graphische Bundes-, Lehr- und Versuchsanstalt, Austria
- **Lancelot, The Knight of the Carton** by Jules Dubernet, David Botermans, Orpheas Tatakis and Lea Cabrera from Université Lumière Lyon 2, France
- **Metamorphosis: A Carton Story** by Diana Morgacheva from Università Commerciale Luigi Bocconi, Italy
- **Ovo nije moj dom** by Uros Stepic from Faculty of Dramatic Arts, Serbia



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- **The Circle Of Life** by Ulrike Rösch, Lea Schneiderbanger, Nele Wolff, Felicia Spiegler and Alina Biesolt from SRH Berlin School of Design and Communication, Germany
- **The Pro Carton Hero** by Joe Lynch from University of Surrey, UK
- **The PROs of Carton** by Jasmin Hein and Sofia Rohnefeld from Höhere Graphische Bundes- Lehr- und Versuchsanstalt, Austria
- **We Choose Carton** by Dorotėja Aidukaitė, Emilija Žiūkaitė, Enya Tarky, Marsh Seintje and Darcy Oostburg from Fontys University of Applied Sciences, The Netherlands

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

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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