

CIRCULAR CARTONS & BEYOND

SEVILLE, SEPTEMBER 2023



EUROPEAN
CARTON
EXCELLENCE
AWARD
2023



FOREWORD
 EUROPEAN
 CARTON
 EXCELLENCE
 AWARD

It is with great pleasure that we introduce the best of the cartonboard industry – the winners of the 27th European Carton Excellence Award, which proudly celebrates the finest achievements of our industry. This year, we are delighted to be in the historic city of Seville, Spain, to recognise and honour the cartonboard and folding carton sector's exceptional talent and innovation.



Michele Bianchi, President, Pro Carton

The European Carton Excellence Award continues to symbolise excellence and innovation in the world of packaging. With each passing year, the bar is set higher, and the competition becomes fiercer. As our esteemed judges commenced the difficult task of selecting this year's winners, they were impressed by the sheer quality, functionality, and creativity of the designs.

This year, we received over 100 submissions from 33 companies across 15 European countries – securing this as the most prestigious award in the packaging industry.

Brands are working hard to meet their Environmental, Social, and Governance (ESG) targets, while consumers are looking to purchase products that are better for the planet. Consequently, one trend that continues to heavily influence packaging design around the world is the use of sustainable materials.



Jean-François Roche, President, ECMA

Pro Carton and ECMA members are proudly championing a greener future. Thanks to its versatility and your ingenuity, cartonboard is now being adopted on an even more diverse range of products – as we have seen in the entries this year. And as more brands cooperate with us to help them achieve their goals, we're sure the level of innovation will only increase. It is through collective effort that the carton industry will continue to evolve and thrive.

We extend our sincere gratitude to all the companies that took the time to enter this year's European Carton Excellence Award, and our esteemed judges who once again mastered an extremely tough job.

The winners and finalists inspire us all to push boundaries. We trust that this community will showcase even more innovation when submissions for the 2024 European Carton Excellence Award open.

In the meantime, we hope that you enjoy reading about the most unique and creative cartonboard innovations of 2023.



Michele Bianchi, President, Pro Carton



Jean-François Roche, President, ECMA

September 2023

European Carton
 Excellence Award:



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Pro Carton

WINNER
 CARTON
 OF THE YEAR


Entry Name **GERnétic**
 Entrant **Alzamora Group**

Carton Converter **Alzamora Group**
 Brand Owner **SAS LABOGERS**
 Structural Designer **Alzamora Group**
 Cartonboard Manufacturer **Stora Enso**

Jury Comment

GERnétic is an expertly designed package; a lot of skill is required to create a three-dimensional spherical shape from just a single piece of cartonboard. It manages to achieve the perfect balance of encompassing characteristics of high-end luxury, while retaining a simple and minimalistic style. Most of all, the packaging's structure is extremely stable, without the use of any glue, forming a shape that just makes you want to play with it. This is the perfect demonstration of how you can achieve incredible results with cartonboard.

Elegant Luxury

Alzamora Group skilfully crafted this elegant packaging solution that resembles a luxurious jewellery box. Inspired by the arches of GERnétic's logo, this packaging not only protects the product but also presents it as a beautiful gift.

The pack boasts a truly unique and structural design, ingeniously fashioned from a single piece of cartonboard to create an almost spherical case. While its appearance is undeniably spectacular, the folding of the Stora Enso virgin fibre cartonboard, to create the shape, can be done quickly.

The project presented a challenge to showcase the product in a visually stunning manner, while ensuring ease of use and cost-effectiveness. The aim was to optimise productivity and reduce expenses without compromising the pack's functionality or aesthetic appeal. Alzamora Group has used minimal materials to create an intricate three-dimensional volume.



WINNER
 SUSTAINABILITY


Entry Name Boardio™ for Perfetti Van Melle
 Mentos gum
Entrant Graphic Packaging International

Carton Converter Graphic Packaging International
Brand Owner Perfetti Van Melle
Structural Designer Graphic Packaging International
Graphic Designer Perfetti Van Melle
Cartonboard Manufacturers Holmen Iggesund and Stora Enso

Jury Comment

This design for Mentos gum has found a gap in the market for confectionery; it is extremely functional, offers a strong shelf presence, and supports the brand's overarching sustainability principles. Without the need for any plastic, it offers a smooth opening experience to the consumer with a flip top opening that stays open, and seals closed easily.

Total Ingenuity

The Boardio™ fibre-based pack for Perfetti Van Melle is the first time a major global confectioner has created a paperboard bottle in the chewing gum category. This exciting development, delivered by Graphic Packaging International, meets today's consumer preferences for more environmentally friendly packaging, as it replaces the previous 100% rigid plastic container.

With a unique shape that is printable on all six sides, the eye-catching container – formed from Holmen Iggesund and Stora Enso virgin fibre cartonboard – creates savings in transport and warehousing as it is delivered flat. It is certified as widely recyclable, so can be recycled in the paper-based waste stream. And it also features an on-pack graphic that gives detailed recycling instructions to consumers.

WINNER
 INNOVATION


Entry Name **Mary Cohr**
 Entrant **Edelmann Group**

Carton Converter **Edelmann Group**
 Brand Owner **Guinot-Mary Cohr**
 Structural Designer **Edelmann Group**
 Graphic Designer **Guinot-Mary Cohr**
 Cartonboard Manufacturer **Sappi Deutschland**

Jury Comment

The highlight of this design is the carton-board tamper-proof seal, something that we have never seen before. It is a convenient, simple, and environmentally conscious method for consumers and retailers to see if the pack has been tampered with. Ingenious in its kind, it will change the future of tamperproof packaging and remove the need for non-recyclable packaging.

NextGen Tamper Evidence

Previously, premium beauty products packed in folding cartons were wrapped in transparent film for protection and tamper evidence. However, new regulations on plastic reduction prompted Edelmann Group to develop this innovative tamper-evident cartonboard solution.

The challenge for the designer was to enhance shelf appeal, be compatible with filling machines, and offer tamper-evident protection. This ingenious pack, created with Sappi Deutschland virgin fibre cartonboard, features two side flaps for closing, an additional flap, and a lid with a tuck-in flap.

The additional flap features a black dot, while a side flap displays a green dot. After the first opening, the additional flap is torn off, revealing the green dot. When the packaging is closed again, the green dot on the side flap becomes visible. This eliminates the need for film wrapping.



Entry Name Dainese – Packaging Kit Replacement
Entrant Lucaprint

Carton Converter Lucaprint
Brand Owner Dainese
Structural Designer Lucaprint
Graphic Designer Dainese
Cartonboard Manufacturer Stora Enso

Jury Comment

An innovative packaging solution for Dainese which combines accessibility with sustainability. The structural design is simple and easy to use, securely storing the products in an aesthetically pleasing way. It is remarkable how the form of the product has been conveniently integrated into the packaging's construction. This design is conducive to consumers, as it can be easily transported in the mail. It is an environmentally-friendly folding carton with no glue, which allows for effortless recycling.

Sustainable Protection

Dainese wanted to create a packaging solution for three distinct types of its sports protection replacement products. It desired a one-piece design that did not require gluing, which led Lucaprint to develop a specialised packaging solution capable of accommodating all three accessories while ensuring their secure locking and protection.

Traditionally, the products were packed using thermoformed plastic or foam. This innovative new concept replaced these plastic parts with Stora Enso virgin fibre cartonboard.

By carefully studying the unique shapes of the products, Lucaprint was able to craft an innovative internal structure – employing cleverly shaped elements – to ensure optimal locking and protection that enhances the overall user experience.

Aesthetically, the packaging exhibits a clean and minimalistic appearance, featuring a single colour printed on the brown surface. The natural colour of the material accentuates the significance of the enclosed product.



Entry Name Ariel All-in-1 PODS®
Entrant Van Genechten Packaging



Carton Converter Van Genechten Packaging
Brand Owner Procter & Gamble
Structural Designer Van Genechten Packaging and Procter & Gamble
Graphic Designer Procter & Gamble
Cartonboard Manufacturer MM BOARD & PAPER



Jury Comment

An exceptional packaging solution for Ariel All-in-1 PODS®. It is simple to use and a great alternative to the existing plastic box. The functionality is compelling, providing a multi-sensory experience with the squeeze-and-click opening mechanism which also acts as a safety feature. We especially like the visually intriguing nature of the design that invites consumers to use and explore it.

It's All About The Clic

Van Genechten Packaging's ECOCLIC® folding carton for Procter & Gamble successfully tackles the challenge of replacing a plastic tub, containing dissolvable liquid pods, with a sustainable, folding carton alternative.

This innovative cartonboard solution, that uses material from MM BOARD & PAPER, not only replaces thousands of tonnes of plastic, but also optimises logistics by being delivered in a flat, pre-glued state. Unlike the original tub, which consisted of two plastic components and multiple labels, the ECOCLIC® comprises just two

components – the tray and hood – to reduce complexity in the supply chain. And combined with the Ariel All-in-1 PODS®, that allows the consumer to wash clothing at a lower temperature, the carbon savings of this product are exceptional.

Additionally, the clever integration of the child-safe closure provides a satisfying 'click' sound, serving as confirmation when closing the packaging. The ECOCLIC® successfully demonstrates that sustainability and functionality is achievable.

WINNER
 FOOD & DRINK
 PACKAGING
 VIRGIN FIBRE



Entry Name KEVAS – RHUM ARRANGÉ
Entrant Posson Packaging

Carton Converter Posson Packaging
Brand Owner KEVAS
Structural Designer Thibaut Palluau
Graphic Designer Sarah Richard
Cartonboard Manufacturer FOLBB

Jury Comment

An impressive design which perfectly and elegantly displays the products within, while simultaneously telling a story about its contents. The intricate construction of the design includes various panels within the boxes, giving it a unique and sophisticated appearance. We thoroughly appreciated the sustainable yet playful nature of this design.

Folding Excellence

This innovative design for KEVAS – RHUM ARRANGÉ is made of four independent folding boxes, each holding a glass bottle of rum.

The four parts are hinged together using a fifth panel to form a cube. This cube spreads out to display the inner artwork and information about the product, manufacturing processes, its owners and community. The box conception, aesthetic and design trigger curiosity to encourage consumers to retain the packaging and remember the brand.

Posson Packaging created this innovative solution using FOLBB virgin fibre cartonboard. The design allows products to be visible through plastic-free windows, meaning that the entire package is made from cartonboard. Thanks to the different ways in which the products can be displayed, it delivers a unique aesthetic appeal on the shelves to differentiate from similar products.

The design offers multiple displays, originality and strong communication options to cater to brand, retailer and consumer demands.



WINNER
FOOD & DRINK
PACKAGING
RECYCLED FIBRE



Entry Name McDonald's Delivery Cuff
Entrant Huhtamaki



Carton Converter Huhtamaki
Brand Owner McDonald's
Structural Designer Huhtamaki/TMS – A HAVI Co
Graphic Designer Huhtamaki/TMS – A HAVI Co
Cartonboard Manufacturer MM BOARD & PAPER



Jury Comment

Creative, fresh, and well-designed. As the demand for fast-food delivery increases, this packaging solution offers a cohesive sustainable solution to ensure safe uncontaminated delivery. It's an expertly thought-out replacement to the current design and aligns to McDonald's delivery packaging, offering a smooth user experience for both McDonald's workers and consumers. Above all, it is easy to recycle in the cartonboard recycling stream.

Delivering Sustainability

The McDonald's Delivery Cuff, developed by Huhtamaki using recycled MM BOARD & PAPER cartonboard, is an innovative and effective solution for the secure delivery of McDelivery items.

As a leading global provider of sustainable packaging solutions, Huhtamaki specially designed the sustainable and functional bag sealer as a replacement for stickers that were applied to delivery bags. McDonald's Delivery Cuff prevents food waste and guarantees hygiene and safety for food delivery.

The sealer's design is composed of folding cartonboard with two adhesive strips applied to the reverse for tamper evidence. Once the delivery is received the cuff can be opened by pulling on two strategically placed tear strips.

The product was developed and launched in the UK and is made of 50/50 virgin and recycled cartonboard. It is flat packed to reduce logistics costs and CO₂ emissions.


 WINNER
 PUBLIC
 AWARD


Entry Name Boardio™ for Perfetti Van Melle
Mentos gum
Entrant Graphic Packaging International

Carton Converter Graphic Packaging International
Brand Owner Perfetti Van Melle
Structural Designer Graphic Packaging International
Graphic Designer Perfetti Van Melle
Cartonboard Manufacturers Holmen Iggesund and Stora Enso

Voters' Comments

An excellent example of plastic substitution!

The innovative and flexible design demonstrates how sustainable packaging alternatives can uphold identical functionality, setting a great example for the packaging industry.

A very innovative, high-quality design with great initiative.

The Consumers' Choice

Winning the European Carton Excellence Award Public Award is an excellent achievement, particularly for brand owners, as it demonstrates that consumers and the packaging community recognise the innovative approach needed to overcome a challenge.

The Public Award in particular provides recognition and prestige within the industry, signifying that the design has been appreciated by a wider audience. It reflects the

preference of the general public, and winning such an award indicates it resonates well with consumers and serves testament to the brand and converter's ability to collaborate, design, listen, adapt, and excel.

Provocative Features

Oedipus Brewing, an Amsterdam-based craft brewery, has created a provocative and distinctive multipack design for its popular Mannenliefde brand. The company wanted the packaging to combine an artistic statement with convenient consumer experience, while also being durable enough to withstand the bottling and packing process.

Using its own virgin fibre cartonboard, Graphic Packaging International created a clip-style multipack that is recyclable and specifically designed to carry four bottles without tearing. The clips feature locking crowns that cope with extreme use cases, such as being carried while riding a bike. It also eliminates the need for plastic rings and shrink wrap.

The multipack is printed in a specific shade of pink that synergises both with the label and the more suggestive overtones of the bottle and pack shape. The result is a unique and conversation-starting pack that demonstrates packaging engineering excellence.



PLATINUM
AWARD

Entry Name Oedipus Mannenliefde Clip
Multipack with Unique Handle
Entrant Graphic Packaging International

Carton Converter Graphic Packaging International
Brand Owner Oedipus Brewing
Structural Designer Josien Kole-Maartense
Cartonboard Manufacturer Graphic Packaging International

Easy Handling

Practical and excellent in every aspect, this unique asparagus carrier has been created entirely from Holmen Iggesund virgin fibre cartonboard. Thanks to its unique handle, which can be quickly detached and reapplied, the box is easy to fill and can securely hold up to 1.5kg of asparagus.



PLATINUM
AWARD

Entry Name Spargelkorb 1.5kg
Entrant Offsetdruckerei Schwarzach

Carton Converter Offsetdruckerei Schwarzach
Brand Owner Kühling Fruchthandel
Structural Designer Offsetdruckerei Schwarzach
Cartonboard Manufacturer Holmen Iggesund

Handle With Ease

The beauty of this cartonboard packaging – created by Van Genechten Packaging – is its flexibility and tear resistance. A clever cutter guide creates an integrated handle that makes it easy to carry the pack. The packaging is sustainable, easy to use, convenient, and strong.

Thanks to its use of Stora Enso virgin fibre cartonboard, Bitburger has been able to eliminate the need for plastic handles or shrink-wraps. The handle is integrated into the structure of the packaging, so there are no reinforcement tapes or other unnecessary materials. This makes the packaging more sustainable and environmentally-friendly.



PLATINUM
AWARD

Entry Name Bitburger Pils Retro
Entrant Van Genechten Packaging

Carton Converter Van Genechten Packaging
Brand Owner Bitburger Braugruppe
Structural Designer Van Genechten Packaging
Graphic Designer Repro-team Trier
Cartonboard Manufacturer Stora Enso

No Ordinary Shopping Bag

Lucaprint developed this innovative shopping bag packaging concept for Spirit Brothers. It offers dual functionality by protecting a bottle of Belle Rive Gin while showcasing its entire surface.

Without the use of glue, the bottle is securely locked in place thanks to the strategic design of the packaging, coupled with a separate drawstring. Its sleek and minimalist design, created using MM BOARD & PAPER and Metsä Board virgin fibre cartonboard, beautifully enhances and frames the product.

This versatile packaging solution, supplied separately, is both practical to the shopper and protective of the product. The external shape of the packaging can be modified as all the functional hooks are obtained from the internal window, which can be reshaped to form an excellent means of communication.



GOLD
AWARD

Entry Name Spirit Brothers – Belle Rive Gin
Entrant Lucaprint

Carton Converter Lucaprint
Brand Owner Spirit Brothers
Structural Designer Lucaprint
Graphic Designer Marie Field
Cartonboard Manufacturers MM BOARD & PAPER and Metsä Board

As Cool As You Like

This ingenious cartonboard container, developed by Artigrafiche Reggiane & Lai, provides a unique solution for cooling miniature Spumanti Valdo prosecco bottles. The versatile box not only securely holds the bottles in place, but it also transforms into an elegant ice bucket. Converted using a special water-resistant cartonboard, this innovation embraces the principles of sustainability. It is a recyclable and reusable solution, with minimal environmental impact. The Stora Enso and RDM Group cartonboard grades used are 100% FSC certified and completely free from plastic components. The box itself comprises of two different types of cartonboard for the bottom and lid, treated to provide impermeability and ensure the ice cubes remain intact without any leakage over an extended period of time. Sold preassembled and equipped with a handle, it is designed to elevate special occasions with friends or act as a centrepiece for celebratory moments. It features offset printing with eight colours, a matt UV varnish, and elegant hot stamping.

Entry Name Valdo Ice Box
Entrant Artigrafiche Reggiane & Lai

Carton Converter Artigrafiche Reggiane & Lai
Brand Owner Spumanti Valdo Srl
Structural Designer Artigrafiche Reggiane & Lai
Graphic Designer NSG Design
Cartonboard Manufacturers Stora Enso and RDM Group



GOLD
 AWARD

Ecological and Multi-use

This innovative bird feeder, created for Gut Hardegg by Bösmüller Print Management, is made from high-quality WestRock recycled fibre cartonboard. It is as attractive as it is practical.

Its unusual construction and presentation are perfect as an eco-friendly gift. The bird feeder is easily set up with a few simple steps and can be hung from a tree or under an eave using its string, or placed in a weather-protected, elevated area. It is also ideal for a terrace or balcony, allowing for close observation of birds.

The feeder comes pre-filled with premium wild bird feed from Gut Hardegg and its eye-catching design is ecological and environmentally-friendly.

Entry Name Birdhouse
Entrant Bösmüller Print Management

Carton Converter Bösmüller Print Management
Brand Owner Gut Hardegg, Dipl.-Ing. Maximilian Hardegg
Structural Designer Bösmüller Print Management
Graphic Designer Alice Nemecek (stock & nemecek), Producer: Jörg Günther
Cartonboard Manufacturer WestRock



GOLD
 AWARD

Sliding Into View

Duran Doğan specifically designed this pack for Diageo Scotland's Tanqueray brand as a cost-effective alternative to rigid boxes that still offers durability and visual appeal.

Using Stora Enso virgin fibre cartonboard, it developed a sliding mechanism, consisting of a sleeve and tray, that effectively prevents bottle movement, while the locking system on the sleeve ensures the tray remains securely in place.

The tray features inner printing that replicates the floral design found on the sleeve, creating a cohesive aesthetic. Utilising Duran Doğan's trademark Gloss & Green technology, this pack is 100% recyclable, promoting the brand's sustainability credentials. Additionally, the inner printing on the tray becomes prominent when the bottle is inserted, adding a visually striking element to the packaging.



Entry Name Tanqueray – T10 PACK
Entrant Duran Doğan

Carton Converter Duran Doğan
Brand Owner Diageo Scotland
Structural Designer Ozaydin Mercan
Graphic Designer Servaire and Co
Cartonboard Manufacturer Stora Enso

Convenient Chocolate

Karbest aimed to reduce the number of components used in Valrhona Carrés de Chocolat Noir six-pack packaging and eliminate the plastic tray.

It created a superb, compact case that feels sturdy and has a natural textured finish, providing ample interior and exterior space for communication purposes.

Compared to the previous design, which featured a long plastic tray, the new packaging – created from Metsä Board virgin fibre cartonboard – is more compact, ergonomic, and convenient for consumers to store in their bags or pockets.



Entry Name Valrhona – 6 Carrés de Chocolat
 Noir 30g
Entrant Karbest

Carton Converter Karbest
Brand Owner Valrhona
Structural Designer Karbest
Graphic Designer Valrhona
Cartonboard Manufacturer Metsä Board (Oyj)

Captivating and Natural

The minimalist graphic design of this package is enhanced by the natural white colour of the MM BOARD & PAPER virgin fibre cartonboard, which creates a visually appealing contrast.

The exquisite craftsmanship is evident in the flawless hot stamping technique that utilised two different foils – gold and holographic. This combination, along with the embossed structural details, effectively captures the customer's attention and adds a captivating visual effect.



Entry Name Avon – Eve Become Eau de Parfum
Entrant MM PACKAGING (Plant: MM Lublin)

Carton Converter MM PACKAGING (Plant: MM Lublin)
Brand Owner Natura & Co
Structural Designer Natura & Co
Graphic Designer Natura & Co
Cartonboard Manufacturer MM BOARD & PAPER

Safe, Convenient, and Sustainable

Van Genechten Packaging's innovative concept for Procter & Gamble's Lenor brand has successfully replaced a complex plastic package that consisted of four components – a rigid plastic bottle, a hinged lid for opening and reclosing, a plastic dosing cup, and a printed plastic shrink label – with a single-piece of folding WEIG Group recycled fibre cartonboard.

It has retained its convenience and safety features, with a tamper-evident opening system, an integrated dosing cup, and efficient close-ability, all while presenting a premium appearance on store shelves. This environmentally-friendly and recyclable solution has also enhanced the supply chain. By delivering flat blanks to the customer, who erects the packaging just before filling it on their production lines, Van Genechten Packaging has significantly reduced the number of pallets and trucks required for transport – reducing CO₂ emissions and optimising storage space by a ratio of 1/15, where 1 pallet of blanks replaces 15 pallets of empty bottles or erected tubes.



Entry Name Lenor Unstoppables
Entrant Van Genechten Packaging

Carton Converter Van Genechten Packaging
Brand Owner Procter & Gamble
Structural Designer Van Genechten Packaging
Cartonboard Manufacturer WEIG Group (Site Annweiler)

Thank you to all the participants who submitted entries for this year's prestigious European Carton Excellence Award, Pro Carton Young Designers Award, and Pro Carton Student Video Award.

We were thrilled to have received over 100 submissions for this year's European Carton Excellence Award, from 33 companies across 15 European countries, breaking all previous records. Together, the Pro Carton Young Designers Award and Pro Carton Student Video Award attracted entries from over 160 schools and universities, covering almost every country in Europe. This demonstrates that the awards continue to hold immense significance in the packaging industry, as a showcase of innovation and design capabilities.




Horst Bittermann,
Director General, Pro Carton

Cartonboard is the most sustainable packaging material available. However, it takes the creativity within our industry to enable brands across different sectors to reduce their environmental impact and make even greater use of our renewable, recyclable green product.

The entries this year were outstanding, exemplifying the widespread utilisation of cartonboard in packaging design. The winners of the European Carton Excellence Award demonstrate how our industry is continuing to innovate and excel, offering more than just sustainability benefits to brands – from tamper evidence to ensuring the safe delivery of food.

The students that submitted entries to the Pro Carton Young Designers Award and Pro Carton Student Video Award showed amazing creativity. A quick look through the winners is more than proof that the future of our industry is very bright. I am extremely proud of these awards as they show young people that the carton industry is an exciting place to work. And they give our members a chance to engage with talented individuals and offer them career opportunities in our industry.

Once again, a big thank you to all the entrants this year. Congratulations to all the winners, and we look forward to the next round of inspiring entries!

A stylized, handwritten signature in black ink, consisting of several overlapping loops and lines.

Horst Bittermann
Director General, Pro Carton

September 2023


 SATKAR
 GIDDA,
 CHAIRMAN
 OF THE JURY

European Carton Excellence Award

Each year I look forward to our judging day in The Hague, the Netherlands, where we review the best carton creations launched in the last year. From a judging and competition perspective, it is great to note that we are seeing an even greater array of designs from a diverse range of sectors.



Satkar Gidda,
Chairman of the Jury

This year, I was joined by the supremely knowledgeable Sanjeev Das, Unilever's Global Packaging Director, and the highly talented Susanne Lippitsch, who has taught packaging design at prestigious institutions in Graz and Salzburg for over 15 years. Together we had a tough but extremely rewarding job, reviewing more than 100 entries and picking this year's winners.

Over the years, we have seen this competition reflect the trends seen in the packaging industry. Historically, entries have focused on the quality of finish and use of different print techniques. More recently there has been a focus on the reduction of plastic. This year we have continued to

see more 'clever' cartons. Ones that clearly demonstrate cartons have entered a new era and explains why so many brands are looking at cartonboard to solve their design and sustainability challenges.

In this competition the margins are extremely fine, and, as judges, it is important that we thoroughly examine each entry to determine the winners. While all of this year's entries are excellent in their design, the winners also boast exceptional functionality or have tackled problems that were previously seen as impossible to solve. It is this that sets them apart from the competition. And it is this that makes me proud to be a part of this exceptional award.

Pro Carton Young Designers Award

You could be forgiven for thinking the Pro Carton Young Designers Award would present numerous designs that, while excellent in their concept, will never be commercialised because students simply don't understand manufacturing processes.

That could not be further from the truth, and this year's submissions prove that students are not only highly creative, but they are also commercially aware.

With around 800 entries coming from 160 schools and universities around Europe, this is the most important packaging design award for students. The competition continues to go from strength to strength and the quality of entries this year surpassed all my expectations.

The level of detail and complexity of design we saw in many entries goes to show that the standard of teaching in universities is growing stronger, which puts students in a great position to enter the packaging industry after concluding their studies.

I'm immensely proud of being a judge of this award, and I hope that we are helping converters spot the best talent early enough so they can bring these designers into the industry and harness their abilities. This will enable the carton industry to continue to thrive through innovation.



Satkar Gidda, Chairman of the Jury

September 2023



AWARD CEREMONY 2022 KRAKOW, POLAND



Sponsors



Printed on Invercote Creato 240g

Ovo Nije Moj Dom

Translated as 'This Is Not My Home', this video demonstrates the versatility of cartonboard, using the material to create a number of objects – a train, board, planet and guitar player – in a music video. Cartonboard helps to create and to maintain our planet for generations to come. A packaging material that people in the world trust and build on.

Creator Uros Stepic
Institute Faculty of Dramatic Arts, Serbia
Lecturer Ivan Sijak

Jury Comment

This is a stunning piece of work that was produced with high attention to detail and creativity. Through utilising cartonboard properties for such a diverse range of objects, the strength and versatility of the medium is very well depicted.



FINALIST

The Pro Carton Hero

The message that this video conveys is that cartonboard is an environmentally-friendly form of packaging. It highlights a number of ecological problems and presents Pro Carton as the superhero who will help tackle these environmental issues. Cartonboard is created from renewable raw materials. Forests play a vital role to mitigate the negative impacts of climate change.

Creator Joe Lynch
Institute University of Surrey, UK
Lecturer Susan Pratt

Jury Comment

The messaging, which shows the environmentally friendly nature of Pro Carton, is clear and well defined throughout the video. In addition, the film combines video and music elements effectively.



FINALIST

We Choose Carton

In this video, a person enters a store and sees two cereal packages: one in plastic and the other in carton. He chooses the carton package and shows the positive environmental outcomes that choosing cartons can have on the environment. By purchasing products packaged in renewable and recyclable raw materials, consumers can make a positive contribution to the environment.

Creators Dorotėja Aidukaitė, Emilija Žiūkaitė, Enya Tarky, Marsh Seintje, Darcy Oostburg
Institute Fontys University of Applied Sciences, The Netherlands
Lecturer Hobie Wetzels

Jury Comment

A simple, dramatic but very effective video which shows the sustainability behind choosing cartonboard and the greater effects this has by small changes in consumer behaviour.



FINALIST

Metamorphosis: A Carton Story

The filmmaker shows the metamorphosis of a yoghurt holder (caterpillar) into a tea package (butterfly) to demonstrate transformation, rebirth and a new life. While showcasing a wide range of packages, with their appealing and practical designs, it also highlights the positive connection between the material, with its decomposability property, and the environment.

Creator Diana Morgacheva
Institute Università Commerciale Luigi Bocconi, Italy

Jury Comment

Metamorphosis summarises the lifecycle of cartonboard in a creative, elegant, and educational way. Relating its life to that of a caterpillar, the video summarises how cartonboard as a medium can be transformed for continuous use. This short film is well-produced and we found it very charming to watch.

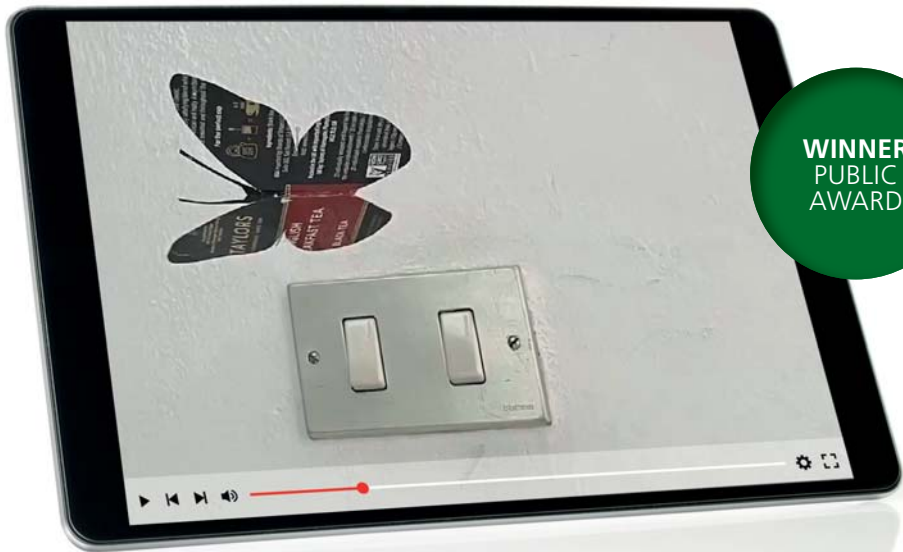


FINALIST

Metamorphosis: A Carton Story

Filmmaking has become a hugely important medium for brands to communicate with consumers. The winner of the Pro Carton Student Video Award Public Award must demonstrate an ability to tell a story in a creative way that resonates with public audience, and this year's winner succeeded in explaining Pro Carton's core messages in an informative and fun way, which has clearly been well received by consumers.

Creator Diana Morgacheva
Institute Università Commerciale Luigi Bocconi, Italy



WINNER PUBLIC AWARD

Voters' Comments

An amazing video, beautifully made with a thoughtful story.

The concept is both interesting and creative, and effectively demonstrates the sustainability of cartonboard.

Boom! A really great video to watch and learn about cartonboard.

Cartonella – Carton Brings People Together

The video is a reproduction of "Cinderella", with a slight twist. A princess loses her shoe, made from carton, and it is found by the prince, who also wears a carton cap. They realise that they are both wearing items made of carton, which leads them to develop feelings for each other and ultimately fall in love. Carton brings people together!

Creator Melissa Nedeljkov
Institute Höhere Graphische Bundes-, Lehr- und Versuchsanstalt, Austria
Lecturers Manuel Steinboeck, Bernhard Comploj, Thomas Wolf, Ulrike Swoboda-Ostermann

Jury Comment

This video is a clever, well-produced short film based on the fairytale classic, demonstrating how cartonboard can bring people together in a clever, bite-sized adaption of Cinderella. It really showcases the recyclability of cartonboard in a creative way!



FINALIST

Lancelot, the Knight of the Carton

This film depicts a fierce joust between two knights, two ideologies: plastic and cartonboard. Plastic may seem stronger, but cartonboard will always prevail. Cartonboard fibres can be recycled more than 25 times without losing mechanical stability. Cartonboard is enduring; cartonboard is recyclable. Cartonboard is greener, better, and stronger!

Creators Jules Dubernet, David Botermans, Orpheas Tatakis, Lea Cabrera
Institute Université Lumière Lyon 2, France
Lecturer Martin Fournier

Jury Comment

This video is perfect to educate audiences about the structural characteristics and benefits of cartonboard in a simple and entertaining way. The editing and creative elements add further depth and quality to this video.



FINALIST

The PROs of Carton

This excellent and highly creative video showcases the favourable attributes of employing carton through 3D letters. These letters were conceived and designed utilising 3D software during the filmmakers class. They aim to demonstrate the surface quality that cartonboard possesses, its application in forms of art, as well as its impressive recyclability and environmentally-friendly nature.

Creators Jasmin Hein, Sofia Rohnefeld
Institute Höhere Graphische Bundes-
 Lehr- und Versuchsanstalt, Austria
Lecturer Manuel Steinböck



WINNER
 PRO CARTON
 STUDENT VIDEO
 AWARD

Jury Comments

Winfried Mühlhng:

10/10! The creators behind the video should be very proud of this masterpiece. With an international grasp, the PROs of Carton is creative, dynamic and very well created. I particularly enjoyed the blend of music and acting.

Bady Minck:

This is a really potent piece of work. The brilliant editing, composition, and content of the video is outstanding. A truly dynamic entry to the Award which deserves to take home first place.

Simon Bolton:

This film is a marvellous piece of work. I love the energy, meaning and editing of the video which really shows the strength of Pro Carton. The brilliant comedic ending gives the full story view of the cartonboard lifecycle. Well done to the team behind this video, it is extraordinary!

The Circle of Life

This film shows how carton accompanies us throughout our different life stages as humans. It presents a number of scenes of the main character from a baby up until he is a pensioner, and spends time with his children and grandchildren. In every stage of his life, carton plays a major role to help him shape his identity. Cartonboard is durable and recyclable.

Creators Ulrike Rösch, Lea Schneiderbanger,
 Nele Wolff, Felicia Spiegler, Alina Biesolt
Institute SRH Berlin School of Design
 and Communication, Germany
Lecturer Gilbert Beronneau



**HIGHLY
 COMMENDED**

Jury Comment

Simon Bolton:

Charming, imaginative, and well-edited. This video communicates the versatility and circularity of cartonboard through strong and impactful storytelling ending with a powerful finale. A brilliant watch from start to finish, truly demonstrating the talent of students!

Watch the videos of this year's Pro Carton Student Video Award here:





WINFRIED
MÜHLING,
MARKETING &
COMMUNI-
CATIONS

After several years of declining entries, we are extremely proud to have exceeded this year's target of over 100 entries for the European Carton Excellence Award (ECEA). With this uplift in entry figures, it is clear the ECEA stands as the most important competition for

carton packaging in Europe. However, we don't stop here. 100 is not the limit. Entering this award means you are competing with the very best, and we count on your continued support in 2024 as each entry showcases the creativity and functionality of folding cartons.



Winfried Mühling, Head of Marketing & Communications, Pro Carton

It has also been another excellent year for the Pro Carton Young Designers Award (PCYDA) and the Pro Carton Student Video Award (PCOVA). As Europe's leading competitions for aspiring young packaging designers and filmmakers, they continue to prove that there is no shortage of talent ready to enter our industry.

In total, the two Pro Carton student awards attracted more than 800 entries, from universities and students all around

Europe. It is our pleasure to welcome the winners to Seville this year and to see the next generation of designers and filmmakers engage with leading figures in our industry.

A big thank you goes to our sponsors of the PCYDA 2023 – Duran Doğan and Kartonsan. Mr Alican Duran, Managing Director of Duran Doğan, and Mr Kemal Ozkirim, Marketing Manager of Kartonsan, also joined our judging panel to complement the expertise of our existing jury members. Together with our sponsors, we will develop a memorable training programme for the winning students of the PCYDA, which will be held in Turkey.

We were also pleased to see more than 12,000 votes for the three public Awards. An increase of 33% in votes demonstrates there is significant public interest.

Increasing member engagement was one of the key targets we set, following the results of our 2022 member survey. We will bring a shortlist of the PCYDA entries to the attention of converters in our industry. The final target is to close the loop and get one of the student's designs on the shelves in Europe.

Thank you very much again to all entrants for the 2023 Awards. Congratulations to all the winners and the participating entries. We are looking forward to preparing for ECEA 2024, PCYDA 2024 and PCOVA 2024.

Winfried Mühling
Head of Marketing & Communications, Pro Carton

September 2023

Get Mery

The new packaging for Mery mops arose after a little joke between friends, in which students put mops on their heads as wigs.

After observing the different mops and their boring and unecological plastic packaging, the students decided to revolutionise the sector with a packaging that stands out from all the others, makes cleaning look more striking – especially for young ones – and also respects the environment with its recycled cartonboard packaging.

Entry Name Packaging Mop Mery
Designers Antuan Soto Rodriguez, Pablo de Santiago
Institute Escuela Superior de Diseño de La Rioja, ESDIR
Lecturer Sebastián Fabra Negueruela
Country Spain



Spicing It Up

Chili and garlic or salt and pepper. The SpiceBar is a unique cartonboard packaging creation that has everything a consumer needs and is ready for their next cooking session.

Thanks to the various placement and hanging options, the SpiceBar enables consumers to easily find the right ingredient. The packaging has excellent versatility and can also be used as an expandable shelf on the wall or a dispenser at the dining table.

Entry Name SpiceBar
Designers Sofie Maria Schlein, Irina Kozlova, Leonie Bornhöft
Institute FH Münster – MSD Münster School of Design
Lecturer Steffen Schulz
Country Germany



Tekilla Time

Tekilla helps attract consumers through its unique packaging design, as well as delivering a unique un-boxing experience.

The Tekilla Skull is a fun and extraordinary design that holds a bottle of tequila. It also includes two shot glasses, which sit in the lower jaw of the skull and are revealed by removing the bottle.

Thanks to the clever mechanism, this process is completely reversible by just putting the bottle back into its place.

Entry Name Tekilla Skull
Designer Oskar Miel
Institute Höhere Graphische Bundes-Lehr- und Versuchsanstalt
Lecturer Bernhard Sassmann
Country Austria



Looking Good

Niud Sustainable Razors is a packaging solution for environmentally-friendly razors.

The compact packaging is designed to minimise material usage, the eye-catching patterns and vibrant colours create a diverse design, while the unique folding technique offers a distinctive unpacking experience.

The playful unisex design of Niud aims to reflect the values of a modern, sustainable brand and appeal to the young, eco-conscious consumers.

Entry Name Niud
Designer Barbara Gielesberger
Institute Höhere Graphische Bundes-Lehr- und Versuchsanstalt
Lecturer Bernhard Sassmann
Country Austria



FINALIST

Discreet Case

To ALL women,

GoGirl is the solution to an issue that's been with us since puberty. This unique and discrete way to carry sanitary pads is for when women are away from home, without exposing the clean surface.

You could purchase the ones with plastic wrappings, but with GoGirl it's all carton! The big box can be kept at home, while the little one is kept with you when you are out.

Nothing can stop you now, you GoGirl!

Entry Name GoGirl
Designer Mia Adele Gyllensten Johansen
Institute Arkitektur – og designhøgskolen i Oslo
Lecturer Stein Rokseth
Country Norway



FINALIST

Unique Display

Overwatch is a revolutionary packaging that makes the unboxing of every watch a real experience!

This design aims to transform the way that watches are packaged. Even when the box is closed, the consumer can see the dial. As soon as the packaging is opened, the watch is placed in front of the customer through a rotating movement.

Jewellery brands could effectively use this solution to present their products in a sustainable, engaging manner.

Entry Name Overwatch
Designer Lukas Ackermann
Institute FH Joanneum
Lecturer Susanne Lippitsch
Country Austria



FINALIST


**WINNER
PUBLIC
AWARD**


Entry Name PopCap
Designers Emily Klein, Brandon Escalona

Institute FH Joanneum
Lecturer Susanne Lippitsch
Country Austria

Voters' Comments

A very innovative way to solve the all-important issue of protecting people's health and safety – but sustainably!

Brilliantly designed, and something we could expect to see on the market. Amazing work... 10/10!

This is the best idea I've ever seen! Thank you to the entrant who designed this, everyone needs this.

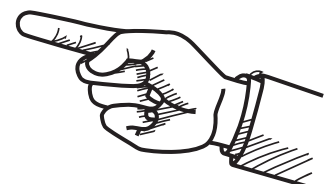
The Consumers' Choice

Partying with friends can be fun, but in times where drink spiking or 'K.O. drops' play an increasingly dangerous role, drinking for an unprotected cup can have severe consequences.

Just one moment of not paying attention is enough for a stranger to pour narcotic substances into your drink.

That's when PopCap comes to the rescue – the simple solution to protect your cup throughout an entire night while adding a catchy design that can be customised for brands or to feature promotional messages.

Additionally, it can help the user avoid insects getting into the beverage when they are in a beer garden or on beaches. Simply snap the protective cap onto your cup and pop the lid open to enjoy your beverage.





WINNER
CREATIVE
CARTONBOARD
PACKAGING
ALL OTHER



Entry Name SandKit
Designers Maria Paula Monroy Vargas,
Sarah Drauschke, Margo Rindle

Institute FH Münster – MSD Münster School of Design
Lecturer Steffen Schulz
Country Germany

Jury Comment

Satkar Gidda:

This fabulous design utilises all the benefits of cartonboard to provide a unique and creative piece of packaging. What is truly astounding is the accessibility of the design, which is simple to use and provides an economical and practical way to sandpaper. It is an intuitive, innovative and effective design that impressed all of the judges.



Easy DIY

SandKit isn't just environmentally-friendly, it also eliminates the need for any other sanding tool.

Sandpaper is an essential tool for DIY projects and home repairs, but it can be a hassle to store and use. SandKit makes life easier for DIY enthusiasts through its intuitive and clever packaging design.

SandKit is a cardboard box that functions as a dispenser, a sanding block and much more. The box colours conveniently indicate the sandpapers' grit, helping to find the one needed, while the cut-out window allows the consumer to touch the sandpaper and its texture before purchase. Additionally, its hang tag means that it can practically be displayed.





Entry Name UrbanBITE
Designer Nang Htwe Htwe Lwin

Institute Ravensbourne University
Lecturer Nadine Bennett
Country UK

Jury Comment

Sanjeev Das:

An amazing and unique packaging concept, well-designed and aesthetically pleasing. The designer has – in an innovative way – replicated the functionality features of common plastic dispensers to produce a great cartonboard alternative. It is accessible, has intuitive user experience and, not to mention, it is available in various colours, making it distinctive on shelf and appealing for consumers.

Genius Confectionery

A sustainably-aware and dynamic carton package that has been designed for confectionery products. It encourages consumer interaction and features a clever slide-to-open cartonboard closure mechanism. The pack itself has been designed to replace resealable plastic containers, which are widely used around the world to hold these type of products.



This unique packaging is purposefully designed so that it can be constructed from a single cut piece of A4 paper carton board. The dimensions and the opening of the box can be customised for specific products, enabling the confectionery to be dispensed one piece at a time.





Entry Name **TapOut**
 Designer **Johannes Nyborg Heyning**

Institute **Arkitektur – og designhøgskolen i Oslo**
 Lecturer **Stein Rokseth**
 Country **Norway**

Jury Comment

Kemal Ozkirm:

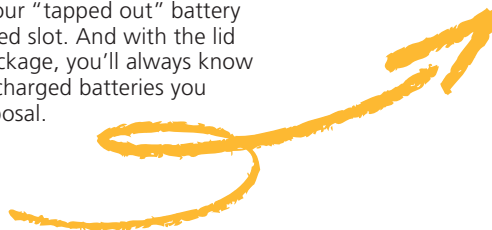
This is a truly innovative and unique design. The packaging design is great because it is sustainable and multi-purpose, storing both old and new batteries. It also makes it easier for the consumer to recycle used batteries. This design provides a unique and value-adding alternative to the plastic packaging which currently exists.

Tap The Pack

TapOut is a superb and highly creative battery package that collects both used and unused batteries in one place. Rather than simply holding new batteries, its innovative and unique design also enables consumers to store used batteries for recycling.

To access your new battery you simply push and slide your "tapped out" battery into the perforated slot. And with the lid on top of the package, you'll always know how many fully-charged batteries you have at your disposal.

When the battery pack is filled with used batteries, it is ready to be taken for recycling! No more misplaced batteries, either at home or in the wrong rubbish bin.





Over the years, the Pro Carton Young Designers Award (PCYDA) and the Pro Carton Student Video Award (PCOVA) have grown to be important platforms that allow cooperation between schools and universities and our industry. All in all, over 160 universities joined the two competitions this year.



Receiving close to 800 entries for the PCYDA indicates the high level of interest and participation in the award, which is an incredibly positive sign for the industry and the promotion of sustainable practices. This award reflects the growing importance of environmentally-friendly packaging solutions, and the vital role young designers play in shaping the future of packaging design.



Furthermore, it provides a platform for talented designers to demonstrate their skills to the world. Next year, we will make some adjustments to the award to enhance the learning experience even more, with an aim of bringing students closer to Pro Carton and ECMA members.

Similarly, the success of the PCOVA underscores the significance of encouraging and nurturing young talent in filmmaking that advocates for environmentally conscious choices.



The incredibly high levels of engagement and numerous entries further suggest that students are enthusiastic about participating and contributing their ideas to the industry – and it is vital that we support the key role they have in the future of sustainability. Each video we received is the result of months of hard work and dedication, and we thank all students and professors for their inspiring work.

Finally, I'd like to say a big congratulations to all participants. You entered a very competitive awards contest and sometimes, the differences to make it to the public vote shortlist and to the Awards Gala stage are marginal.

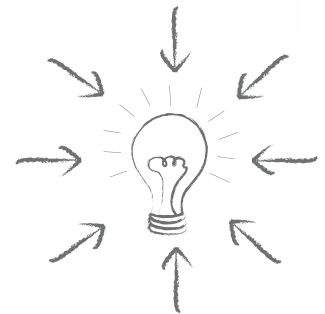
But to make it this far is a momentous achievement, of which you should all be very proud. While we begin to prepare for next year's awards, we trust and appreciate your continued support to promote our industry, and above all, the versatility, functionality, and sustainability of cartonboard.

Pro Carton Young
Designers Award:

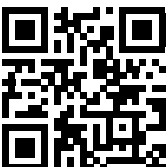


Winfried Mühling
Head of Marketing & Communications, Pro Carton

September 2023



Pro Carton Student
Video Award:



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THE AWARD FOR THE BEST CARTON PACKAGING AND VIDEOS

