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British designers commended for creative packaging designs

October 2023 – At this year’s Pro Carton and European Carton Makers Association (ECMA) Awards ceremony hosted in Seville, Spain, some of Britain’s top packaging designers and innovative students were commended for their creative designs and contributions to the packaging industry.

McDonald’s Delivery Cuff from Huhtamaki was announced as the **Food & Drink Recycled Fibre Winner**, during the European Carton Excellence Award (ECEA). Whilst Ravensbourne University student, Nang Htwe Htwe Lwin was crowned as the **Creative Cartonboard: Food and Drink Winner** for *Urban Bite* during the Pro Carton Young Designers Award (PCYDA). Joe Lynch, a student from the University of Surrey, was commended as a finalist for his creative video “*The Pro Carton Hero*” that was entered in the Pro Carton Student Video Award (PCOVA).

Celebrating the McDonald’s Delivery Cuff



As a leading global provider of sustainable food and drink packaging, Huhtamaki developed *McDonald’s Delivery Cuff* using recycled MM BOARD & PAPER cartonboard. As a result of its effective design, the packaging company took home the ECEA **Food & Drink Recycled Fibre Award**.

Huhtamaki produced an environmentally friendly packaging concept to ensure the secure delivery of McDonald’s products. This innovative design contains a seal composed of folding cartonboard and two adhesive strips which ensure that the food inside remains hygienic and cannot be tampered with. Once the items are delivered, the cuff can be opened by pulling on the two strategically placed tear



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strips, offering what the judges commented as a “creative, fresh and cohesive sustainable solution to ensure safe uncontaminated delivery.”

Creative Confectionary Cartonboard Packaging

UK-based student, Nang Htwe Htwe Lwin, designed *UrbanBITE* and triumphed in taking the top spot in the PCYDA **Creative Cartonboard Packaging: Food & Drink** category.

The young designer who is currently studying at Ravensbourne University, challenged herself to create an environmentally dynamic cartonboard design for confectionary products. The aesthetically pleasing design is effectively and compactly constructed using a single cut piece of A4 paper cartonboard. This ergonomic use of materials proposes a sustainable alternative to the existing plastic containers. *Urbanbite* offers a simple and versatile option for both consumers and manufacturers, as the dimensions of this packaging can be customised for specific products.



Bringing to life a Pro Carton Hero

University of Surrey student and finalist, Joe Lynch, was recognised in the PCSVA for his creative and innovative submission, “[The Pro Carton Hero](#)”.

The video innovatively personifies Pro Carton as a superhero who is committed to tackling environmental issues by promoting cartonboard packaging. The video briefly highlights several ecological issues present in the world, which Pro Carton is helping to mitigate. This ingenious video



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finds a unique way to highlight the benefits of cartonboard and the positive results it can have on the environment.

Winfried Muehling, Marketing & Communications Director, Pro Carton Pro Carton, commented: “We are proud to extend our deepest congratulations to all the finalists and winners involved in this year’s European Carton Makers Association and Pro Carton Awards. The resourceful and imaginative entries put forward for this year’s awards have left us thoroughly impressed and captivated by the versatility of cartonboard.

It was a pleasure to admire the creative and sophisticated designs from Huhtamaki and the students from both Ravensbourne and Surrey University, as their designs demonstrated the benefits of cartonboard in an inventive and truly astounding way, proving that the packaging industry is in safe and sustainable hands. We look forward to watching all the success that these companies and individuals achieve on their packaging journeys.”

Ends

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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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