



Pro Carton Young Designers Award 2024



Pro Carton

Pro Carton is the **European Association of Carton and Cartonboard manufacturers**. It represents members operating 50+ board machines in over 40 mills across 14 different countries in Europe and the carton converting industry.

Its purpose is to promote the use of folding cartons and cartonboard to brand owners, the trade, as well as designers, the media, and policymakers as an economically and ecologically balanced packaging medium, that is **renewable, biodegradable, and recyclable**.

Pro Carton and ECMA, the European Carton Makers Association, hold the annual and most prestigious award in sustainable packaging, the European Carton Excellence Award, alongside the Pro Carton Young Designers Award and Pro Carton Student Video Award. These awards celebrate innovation and sustainable design, attracting thousands of students, universities and industry professionals each year.



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Pro Carton Members



What is Cartonboard?

Folding cartons are small to medium-sized boxes made of cartonboard. They are used to package a wide range of products, from food – such as cereals, frozen and chilled foods, confectionery, baked goods, tea, coffee and other dry foods – to pharmaceuticals, cosmetics and more.

Many different types of cartonboard are produced, all of which can be manufactured in different weights (grammages) and thicknesses.

Cartonboard is renewable, recyclable and biodegradable. It is a truly sustainable packaging material and a perfect example of the circular economy.



Pro Carton in the Media

Poznałszy zwycięzców 2023 European Carton Excellence Award

20 Sep 2023 10:08

Przez pierwsze dni września odbyły się w Seville 2023 European Carton Excellence Award (ECCA) w którym nagrodzono najbardziej innowacyjne i ekologiczne opakowania kartonowe. Wykazano osiągnięcia przez Europejską Stowarzyszenie Produkcji Kartonów i Instytut Pro Carton oraz Europejską Stowarzyszenie Produkcji Kartonów (ECMA) z okazji nagrody projektów ekologicznych opakowań stworzonych na tegoroczne konkursy.

Tegoroczny konkurs nagrody Carton of the Year został zorganizowany, aby promować i wspierać innowacyjne i ekologiczne opakowania kartonowe. W tym celu Pro Carton i ECMA stworzyły konkurs, w którym nagrodzono najbardziej innowacyjne i ekologiczne opakowania kartonowe. W tym celu Pro Carton i ECMA stworzyły konkurs, w którym nagrodzono najbardziej innowacyjne i ekologiczne opakowania kartonowe.

Ważnym konkursem globalnym jest również na innowacyjność, które odbyły się w Seville 2023 European Carton Excellence Award (ECCA) w którym nagrodzono najbardziej innowacyjne i ekologiczne opakowania kartonowe.

Karton steht für gelebte Kreislaufwirtschaft

PPWR quo vadis?



Aktuell sorgt die Diskussion über die Ausrichtung der PPWR für große Unsicherheit in der Verpackungsbranche. Mehrere Verpackungen werden hierbei recycelten Kartonverpackungen vorgezogen. Zu Unrecht, und mit dem Risiko weitreichender negativer Folgen.

Papier- und Kartonverpackungen stehen für grüne Kreislaufwirtschaft, sie werden als recyclingtauglich, erneuerbar und recyclingfähige Materialien hergestellt und werden zu 100 % aus recycelten Fasern hergestellt. Sie sind die einzige Verpackung, die 100 % aus recycelten Fasern besteht. Sie sind die einzige Verpackung, die 100 % aus recycelten Fasern besteht. Sie sind die einzige Verpackung, die 100 % aus recycelten Fasern besteht.

Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt. Unsere Mitgliedschaft ist europäisch geprägt.

packAKTUELL

Groundbreaking packaging solutions awarded at the European Carton Excellence Award 2023



The best cardboard packaging – These are the winners of the European Carton Excellence Award 2023

Global Print Monitor
PRINT & PACKAGING NEWS, COMMENT & ANALYSIS

Presenting the winners of the Pro Carton Student Video Award 2023

The winners of the 2023 Pro Carton Student Video Award were announced last night (September 21) at the annual awards gala in Seville, Spain. The award underlines the importance of supporting young talent in the film sector and supports environmentally conscious solutions. The students were tasked with making a short film that demonstrated the advantages and benefits of cardboard and folding boxes in an imaginative, visionary way.

The Pro Carton Young Designers Award in Seville fashion! After Krakow in Poland, Seville in Spain! Pro Carton carefully selects the destinations for its galas for the Pro Carton Young Designers Award. This year, the event sponsored by Turkey's leading packaging specialists, Duran Doğan and Kartonsan, took place on September 21 in And.

hacienda. Pap/Argus was there. The event rewarded the best young design winners were announced by Horst Bittmann, Managing Director of Pro Carton, i leaders in the packaging industry. The evening ended in jubilation with a special mention goes to Winfried Muehlh, Director Marketing and Communications to able to highlight all the young talents. The results and photos will be j Pap/Argus. Don't miss if innovation was at the rendezvous! Some creations will

STUDENT VIDEO AWARD

Pro Carton honors young filmmakers in Europe

The winners of the 2023 Pro Carton Student Video Award were announced at the awards gala in Seville, Spain.

The award underlines the importance of supporting young talent in the film sector and supports environmentally conscious solutions. The students were tasked with making a short film that demonstrated the advantages and benefits of cardboard and folding boxes in an imaginative, visionary way.

CARTONBOARD, THE CIRCULAR ECONOMY IN ACTION

Given the scale of the EU's Packaging and Packaging Waste Regulation (PPWR) proposal, there is much uncertainty across the packaging world as industry figures try to untangle what it really means. The proposed regulation shows a preference for reusable packaging against recycled cardboard packaging. Not only is this the unilateral stance to take, but pushing forward with the PPWR in its current form could have far-reaching negative consequences.



European Carton Excellence Award 2023 winners

The winners of the 2023 European Carton Excellence Award (ECCA) were unveiled in Seville, Spain, on 21 September, recognising the innovation of the sustainable carton packaging industry over the last year. Hosted by Pro Carton – the European Association of Carton and Cartonboard Manufacturers – and the European Carton Makers Association (ECMA), the awards ceremony is the pinnacle of sustainable packaging.

Spain-based Alzamora Group's luxurious three-dimensional spherical packaging is brand GERnétic was crowned Carton of the Year, whilst Graphic Packaging International's Boardo™ fibre-based pack for Perleto Van Melle Mente gum won the Public Award, as well as taking home the Sustainability Award.



Young talent honored for innovative cardboard packaging ideas
Winners of the Pro Carton Young Designers Award 2023 have been announced
The jury has spoken: The winners of the Pro Carton Young Designers Award 2023 were announced on September 21st at a ceremony in Seville, Spain.

infopack INTERNATIONAL

un futuro sostenible para los envases

"Estamos promoviendo la circularidad con cada metro cuadrado de cartón producido"

Interview with Winfried Muehlh, Marketing & Communications Director of Pro Carton

"We are promoting circularity with every square meter of cartonboard produced"

Según el estudio "Carbon Footprint of Carton Packaging 2023", la industria europea de envases de cartón es un 10% más verde que la industria de cartón en general. Esto se debe a la creciente demanda de una economía de base biológica y circular, que también tiene un papel clave que desempeñar en la transición a una economía circular.



Además, el impacto de carbono de la carta se ha reducido un 10% desde 2018, un valor en el que nuestra industria puede estar orgullosa. A reducción de 10% desde 2018 y 2021 demuestran, por tanto, que la industria europea de envases de cartón es un 10% más verde que la industria de cartón en general.

VERPACKUNGS INDUSTRIE

Pro Carton Young Designers Award winners announced

Tuesday September 26th, 2023 - Winners 2023 impress with innovative and creative cardboard packaging ideas



The winners of the Pro Carton Young Designers Award 2023, sponsored by leading Turkish packaging specialists Duran Doğan and Kartonsan, were announced yesterday evening (September 21) at a ceremony in Seville, Spain.

In recognition of outstanding young European design talent, Horst Bittmann, General Director of Pro Carton, announced the award winners in front of an audience of leading representatives of the packaging industry. At this year's awards ceremony, awards were presented in four categories: Creative Cartonboard Packaging (Food & Drink), Creative Cartonboard Packaging (AG Other), Sustainability and the Public Vote Award.

More than 750 submissions were received from over 140 institutions across Europe. They were examined in detail by a jury representing the entire packaging value chain. Sadık Göddü, former sales and marketing director of SiebertHeld, served as the chief judge. He was supported by Sanjiv Das, Global Packaging Director for Food and Ice Cream at Unilever, Alihan Duran, Managing Director of Duran Doğan and Chairman of KASAD, and Kemal Özkan, Marketing Director of Kartonsan.

PACKAGING SCOTLAND

Meet the Storm Team



Adam Craig
Head of Corporate



Danielle Wolstencroft
Marketing Director



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Annual Award Programme



Unearthing the Future of the Folding Carton Industry

The Pro Carton Young Designers Award is Europe's leading annual talent competition for aspiring packaging design.

Focusing exclusively on cartonboard, the award plays an important role in promoting sustainable packaging and innovation amongst students across Europe. The design competition is **free to enter** and open to all students enrolled at a European school or university.

The 2024 Pro Carton Young Designers Award is set to once again reveal exceptional ideas, whilst allowing Pro Carton to attract the next generation into our industry by showing them the benefits of cartonboard and rewarding their creative thinking. Entering the awards is the perfect platform to network directly with industry experts and kick-start graduate job opportunities.

For the purpose of the award, Pro Carton has partnered with MM Board & Paper and Metsä to supply cartonboard sheets for practical design work, free of charge. This process runs in cycles from October 2023 until April 2024.



CARTONBOARD ORDERS 2024



Available to order:

- Natural FBB 235 gsm
- Natural FBB 270 gsm
- Classic FBB 225 gsm
- Pro FBB Bright 220 gsm
- Pro FBB Bright 280 gsm
- Prime FBB Bright 305 gsm

Sheet Size: 70 x 100cm

Sheet Grade: Dependent on board type, see above

Quantity: Maximum of 200 sheets per grade

Delivery: Dependent on requests, flexible

Available to order:

MM

- Recycled Grafopak GD2 (white top / grey reverse)
- Recycled Grafopak Kraft GT4 (white top / brown reverse)
- Recycled Browncolour UT4 (brown top and reverse)
- Virgin Alaska Eco GC2 (white top / cream reverse)

Sheet Size: 72 x 102cm

Sheet Grade: 300 gsm

Quantity: 100 sheets

Delivery: Beginning of November, December, and January only

2024 Categories



**Creative Cartonboard
Packaging: Food & Drink**



**Creative Cartonboard
Packaging: All Other**



Sustainability

Brief

- **Creative Cartonboard Packaging | Food & Drink:** The focus lies on cartonboard as the most sustainable food and beverages packaging material and its recyclability. Give us a taste of great design!
- **Creative Cartonboard Packaging | All Other – excluding Food & Drink:** This category focuses on using the most sustainable packaging material for non-food packaging. Which packaging problems are not yet solved? What can be improved? have a look around yourself and get inspired!
- **Sustainability:** Show us your ideas as to how cartonboard can reduce or replace plastic or other less sustainable materials and help us protect nature!

The fourth award category will be the **Public Award**. The public will have the opportunity to vote for their favourite designs during the public vote and help determine the Public Award winner.

The brief is kept as open as possible to allow for maximum creativity in packaging and cartonboard design.

What do you need to submit?

[CLICK HERE
TO ENTER](#)



Entry name: give your design a descriptive, memorable, appealing name.



Entry description: Promote your design (max. 150 words). The description is key so make sure to describe key design features and how it promotes sustainability/what it replaces.



Select category: Choose the entry category your design fits into.



Media: Upload up to 5 photos of your design (landscape and portrait). You can also upload video material too!

***Remember,** you must create your design and submit photos/videos of it by 17th May 2024. Only the shortlisted entrants will be notified to send their designs to the in-person judging. Do not send your designs until you have been notified.*

Rules



Creations must be made mainly of cartonboard over 200 g/m²



Submissions must be three-dimensional and to scale.



You must include images of your cartonboard concept and a brief description of the design & its features



Get creative, you can reimagine product packaging that exists, or create a new concept. The options are endless



Your design must be your own idea and not copied from another source



Entries made from any other material than cartonboard will be disqualified

Judging Process



1 Online judging to determine the initial shortlist of 80 entries

2 In-person judging - the esteemed judging panel of industry world leaders carefully consider every entry, testing the functionality, design, and creativity. A shortlist of 25 is chosen for the Public Vote alongside the category winners & finalists

2023 judges:



SATKAR GIDDA

Independent Packaging Consultant



SANJEEV DAS

Global Packaging Director, Unilever



ALICAN DURAN

Chairman, KASAD



KEMAL OZKIRIM

Marketing Manager, Kartonsan

2024 Judges TBC

Benefits



YOUNG
DESIGNERS
AWARD

Category winners and finalists and their teachers are invited on a full expenses-paid trip to attend the prestigious awards gala held in Berlin, Germany 2024.



Unrivalled opportunities to network with the crème de la crème of the industry-leading companies. A chance to connect and show off design processes.



Winners will be invited on a once in a lifetime training opportunity with industry leaders to learn more about the production process of cartonboard and meet with industry professionals.



All top 25 entries are promoted across Pro Carton's social media, with a combined follower count of 23,000+. And, last year's public vote received a huge 5,700+ votes.



Winners and finalists will be promoted through Pro Carton's marketing & PR campaign. Your designs will be featured in press releases, covered by key trade titles, including, Packaging News, Packaging Europe, Neue Verpackung, and more.



The perfect experience, whatever the outcome, to add to your CV for prospective employers. Entering the PCYDA shows your true dedication and skill to a sustainable approach to packaging design. Just what the industry is looking for!



2024 Timeline

**17
May**

Entries close

The online entry form will close at midnight, ensure all entries are submitted by then!

**24
May**

Initial Shortlist

The top 80 entries are notified and send their designs to the in- person judging

**03
Jul**

Top 25 Shortlist

The top 25 are notified, their entries will then go to Public Vote, to decide the winner of the 2024 Public Award

**19
Sep**

Awards Gala

The winners and finalists are invited to join us at the ceremony in Berlin, Germany

2023 Victory

4 WINNERS



Creative Cartonboard
Packaging
Food & Drink



Creative Cartonboard
Packaging
All Other



Sustainability
Award



Public
Award

6 FINALISTS



Finalist



Finalist



Finalist



Finalist



Finalist



Finalist



2023 Awards Gala Recap...



Testimonials



**YOUNG
DESIGNERS
AWARD**

"The PCYDA not only offers students the unique opportunity to get to grips with the topic of carton packaging, but also the chance to present their ideas to a wide audience. The chance to come into contact with the industry and thus a potential producer of their packaging at the award ceremony is a further benefit.

The internship provided for the winners and the associated supporting programme are a further incentive to become part of the large PCYDA family.

And in the best case, it is a kick-off for a career in the exciting field of packaging, as in my case more than 25 years ago."

Susanne Lippitsch, Packaging Design, FH Joanneum

"Thank you to the Storm team for organising such a great event, I really enjoyed attending. There was such great energy and hospitality, great job to the whole team."

Nadine Bennett, Chelsea College of Arts

"Everything in Seville was so welcoming and amazing. Thank you for being such an awesome support for all the students."

**Rose Lwin, PCYDA Creative Cartonboard
Ideas Food & Drink Winner 2023**

Take the challenge!



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