



PRO CARTON
PACKAGING FOR
A BETTER WORLD

PRO CARTON YOUNG DESIGNERS AWARD 2024

Have you got what it takes to win Europe's premier packaging design competition for students?

Open to all students studying at a European university, college or school, the Pro Carton Young Designers Award is **free to enter**. Entering puts you up against some of the most creative students, and, if successful, you will have an opportunity to meet with prospective employers at the Awards Gala, which will be held in Berlin in September 2024.

Entry deadline: 17 May 2024



www.procarton.com



PRO CARTON YOUNG DESIGNERS AWARD

The design competition is free to enter and is open to all students enrolled at a European school or university. We encourage teachers to make the award a course project and we are able to support you throughout the process with presentations and cartonboard material - at no cost.

WHAT?



You can enter your designs into three unique categories:

Creative Cartonboard | Food and Drink Packaging

Develop a unique design for a food and drink product that uses cartonboard in an innovative way.

Creative Cartonboard | All Other Packaging

An innovative use of cartonboard for any other type of product available. Demonstrate how the material can transform the way that product is marketed.

Sustainability

Demonstrate to the judges how your design can enhance a product's sustainability credentials by substituting other materials for cartonboard, or reducing material usage.

HOW?



Your initial submission needs to be made online by the deadline date. Entry is simple. Just follow the instructions and upload some high quality visuals of your design, both finished concepts and the design process. More details can be found on our website.



WHAT CAN YOU WIN?

The finalists and their teachers will be invited to the Pro Carton and European Carton Makers Association (ECMA) Awards Gala in September 2024, which will be held in Berlin.

In addition to taking home a trophy and certificate, you can meet people from across the cartonboard packaging industry - the designers, the manufacturers and the board producers.

Not only that, one member of the winning team, from each award category, will receive a **FREE TRIP** to a leading packaging company and cartonboard mill, to experience the cartonboard production process from the creation of the material, through to the development of folding cartons.



WHAT ARE SOME OF THE ADVANTAGES OF FOLDING CARTONS?

Cartonboard is one of the world's most popular packaging materials. The reasons for this are very clear. The material is:

Renewable - cartonboard is produced from trees grown in sustainably managed forests across Europe.

Recyclable - cartonboard fibres can be recycled at least 25 times and the recycling rate in Europe is 82%.

Biodegradable - cartonboard will naturally degrade and cause no harm to the environment.

Sustainable - more trees are planted than harvested in Europe - 3-4 for each tree harvested.

Brand communication - cartons can be printed in unlimited colours, with special effects, that enhance a brand's packaging.

Product protection - cartons protect products and consumers and can help reduce food waste.

You can learn much more from our website.

GAIN INSPIRATION FROM THE 2023 WINNERS



CAREER OPPORTUNITIES INVALUABLE EXPERIENCES DEMONSTRATE TALENT