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Discovering excellence in the sustainable packaging supply chain

The annual European Carton Excellence Award is now open for entries to the 2024 edition.

XX January 2024, London: The European Carton Excellence Award (ECEA) is now open for 2024 entries. Recognised as the most prestigious and respected award in the European sustainable cartonboard packaging industry, the award is hosted by Pro Carton and the European Carton Makers Association (ECMA), which acknowledges, rewards, and challenges partners across the cartonboard supply chain to showcase their most innovative, fibre-based packaging designs.

Attracting leading suppliers, manufacturers, and designers from across Europe, the award has encouraged some of the best sustainable packaging designs to date. Entrants have until **24 May 2024** – with no deadline extension – to submit their award-worthy designs.



Entries can be submitted across four core categories:

- Food & Drink Packaging - Virgin Fibre
- Food & Drink Packaging - Recycled Fibre
- General Packaging - Virgin Fibre
- General Packaging - Recycled Fibre



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All award submissions will automatically be entered into the *Carton of the Year Award*, while entrants can also choose to enter the *Sustainability and/or Innovation Award*. The public will have the opportunity to vote for their favourite design worthy of taking home the *Public Award*. *Platinum and Gold Award* winners will also be chosen.

Winners are selected by an esteemed judging panel of packaging experts representing different stakeholders from the cartonboard value chain. The judges will assess each entry against rigorous criteria, including graphic and structural design, production techniques, cost-efficiency, ecology, innovation, and convenience. The 2023 jury panel consisted of Satkar Gidda, leading consultant for branding and design, Susanne Lippitsch, leading packaging designer and founder of SL Design; and Sanjeev Das, Global Packaging Director in the Foods and Ice Cream business for Unilever.

The 2023 *Carton of the Year* accolade was awarded to Spanish carton converter, Alzamora Group and cartonboard manufacturer, Stora Enso for the innovative packaging design for SAS LABOGERS' GERnétic. The judges described the “expertly designed package” as “the perfect demonstration of how you can achieve incredible results with cartonboard”.





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Carton of the Year winner 2023: GERnétic by Alzamora Group and Stora Enso

Winfried Muehling, Director of Marketing & Communications at Pro Carton commented, “As consumers increasingly opt for sustainable packaging solutions, the ECEA places the spotlight on innovative packaging solutions for products that not only resonate with consumers, but also help the environment at the same time. The Pro Carton and ECMA team are extremely excited to unite with the cartonboard supply chain in Berlin later this year to host the ECEA 2024 and celebrate the latest developments and innovations of cartonboard across Europe.”

The final deadline for entries is **24 May 2024**, rules apply. Winners will be announced at the official Awards Gala on **19 September 2024** in Berlin, Germany, during the annual ECMA congress.

For more information and to enter the European Carton Excellence Award 2024, visit here: **INSERT LINK**

Pro Carton also runs the Pro Carton Young Designers Award (PCYDA) 2024 and Pro Carton Student Video Award (PCVA) 2024 which promote sustainable packaging innovation and creativity across Europe and celebrate the up-and-coming talents across sustainable packaging design and filmmaking. Both competitions, which are free to enter, encourage students to learn about the packaging industry, whilst simultaneously offering them the chance to enhance their creative skills.

Ends

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media: Follow Pro Carton on Twitter: www.twitter.com/pro_carton



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Notes to editors:

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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

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 used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.