

**EUROPEAN
CARTON
EXCELLENCE
AWARD 2017**



The standard of entries for the 2017 Carton Excellence Awards was probably the best we have ever seen. The level of originality and technical expertise was outstanding and it is good to see that our reach continues to get wider as we had entries from 15 different countries this year.

This can only be good news, not only for our industry but also for all those who feel strongly about packaging as part of a sustainable future. On the 21st anniversary of the awards cartons have never been more relevant, they have certainly come of age!

We made some significant changes to the awards this year to further recognise and promote the excellence within the carton industry.



Roland Rex, President Pro Carton

New name:

The awards have a fresh new look and a new name. One that aptly and succinctly describes what they are – the European Carton Excellence Awards.

We believe that this simpler and more consumer friendly name will help us to promote the awards and the winners even more extensively in the future. The organisers remain unchanged, namely the two trade associations for the cartonboard and carton industries, Pro Carton and ECMA.

New prize:

For the first time in the history of the competition, we have invited the public to vote on the best carton. The winner in this new category will receive the Public Award. All the 37 finalists were included and anybody could register a vote.

This opened up the competition to a new audience which can only help us to demonstrate, more widely, just how versatile and attractive cartons can be.

New categories:

There are two new awards, both of which were previously special awards rather than categories in their own right. The Save the Planet Award will go to a carton that demonstrates outstanding environmental credentials, whilst the Innovation Award will reward creativity and technical brilliance. This gives us the opportunity to recognise and celebrate all the finalists not just the winners.



Andreas Blaschke, President ECMA

New jury:

We have kept to our policy of selecting judges from across the supply chain to allow due consideration of the market's needs but also to ensure we have a good level of technical knowledge about production and design of cartons and converting:

- Satkar Gidda (Design, SiebertHead) chaired the jury in his trusted manner with his brand leadership expertise.
- We welcomed to the jury this year a new judge in Dr. Janet Shipton (Consultant, Packknack). Janet was Design Director at an international carton converter and subsequently ran the packaging development team for a major confectionery company.
- Susanne Lippitsch (Design, SL-Design) added her specific experience as a successful designer and lecturer on design.
- Lotte Krekels (Retail, Carrefour Belgium) looked at the entries particularly from a merchandising and shelf impact standpoint.
- Wilfried Duivendoorn (Brand Owner, Unilever) paid special attention to the needs of brand owners in terms of consumer attractiveness, functionality and brand communication.
- Peter Klein Sprockelhorst (Consultant, Advisor to the Jury) advised on the technical attributes of the submitted concepts.

We would like to thank the judges for their tremendous effort!



INTRODUCTION

As always, we have prepared a comprehensive marketing and PR package for the media and for all the winners to utilise. You can find all the information on www.procarton.com as well as on the various social media platforms – Facebook, Twitter, Pinterest, Instagram and LinkedIn: please share, like and communicate!

Lastly, thank you to all the entrants and, of course, many congratulations to all the finalists and winners!

Roland Rex, President Pro Carton

Andreas Blaschke, President ECMA

September 2017







Official Name of Entry | Geometrie Cividati
Entrant | Lucaprint

Carton Manufacturer | Lucaprint
 Brand Owner | Domenis 1898 SRL
 Structural Designer | Ufficio Tecnico Lucaprint
 Graphic Designer | Giulia Toscanelli
 Cartonboard Manufacturer | BillerudKorsnäs

Jury Comments

There is no doubt that this is a visually appealing pack when closed but the real 'wow' effect is on opening. The geometry of the pack and the presentation of the bottle inside is quite spectacular. Of course the bottle shape does help this but the overall presentation has been carefully considered and all elements work well together.

Placing such a pack on display at a retailer would really generate consumer interest.

Complex simplicity

A pack that stands out through its apparent simplicity and understatement. Interest and curiosity are created through the diagonal cut which divides the symmetry and the strict geometry. The product is secured perfectly inside and conveys a natural impression of balance. The attractive and appealing design, together with its powerful and unusual colour scheme, make it stand out and at the same time enhance the sophisticated quality of the product.

The experience of opening and unpacking is unforgettable for both the buyer and the recipient of the gift. The packaging also allows attractive placement in the retail trade: a perfect display with an open top, held together with an outer sleeve.





WINNER | SAVE THE PLANET



Official Name of Entry | HAL Allergy Venomenhal, carton + interior
Entrant | Intergrafipak

Carton Manufacturer | Intergrafipak
Brand Owner | HAL Allergy Group
Structural Designer | Intergrafipak
Graphic Designer | Intergrafipak
Cartonboard Manufacturer | Igggesund

Jury Comments

Considerable reduction in packaging is what makes this pack the winner in this section. The new design does away with hand packing plus a dedicated transportation pack is now not needed. Yet the valuable vials are still well contained and protected.

Less is (much) more

Intelligent concepts are also in high demand in the field of healthcare and can deliver major advantages for both consumers and manufacturers. This new design of the interior has been developed for an existing outer carton pack, which now can be glued and set-up using a semi-automated packing line. This new set replaces the completely manual set-up of the old design and eliminates the need for a dedicated transport pack. The printed colours on the back of the interior are intended to assist in filling the cartons correctly with the vials having corresponding cap colours.

The new design substantially reduces the packaging costs and the reduced amount of material used has a significant positive environmental effect. The interior keeps the vials perfectly intact and ready for use. Also, the new design requires far less space than the old design again saving costs.





Official Name of Entry | Fox's Tin Replacement Project
Entrant | Graphic Packaging International

Carton Manufacturer | **Graphic Packaging International**
Brand Owner | **Fox's Biscuits**
Structural Designer | **Graphic Packaging**
Graphic Designer | **SGS**
Cartonboard Manufacturer | **Metsä Board**

Cartonboard instead of metal

The cartonboard pack is a sustainable replacement for the brand's original tin design. The carton is delivered flat packed, thus reducing pallet requirements and enabling Fox's Biscuits to minimise logistics and inventory which in turn reduces their carbon footprint. The premium carton design features a double wall lid, providing a print area when opening the pack. Added value features are ease of opening and a tear away part of the pack doubling as an effective marketing space (linking to a consumer competition).



Official Name of Entry | Schnitzel Joker
Curry Wurst Pommes Kombibox
Entrant | A&R Carton Kriftel/Sebastian Eckert

Carton Manufacturer | **A&R Carton Kriftel**
Brand Owner | **Premium-Verpackung.de**
Structural Designer | **Martin Zelosko/Carolin Spahlinger/ Marco Vierling**
Graphic Designer | **Andreas Beilharz**
Cartonboard Manufacturer | **Stora Enso**

Fresh enjoyment

A one-piece, pre-erected dual compartment box for food service, where the content is separated into two compartments to prevent the chips being soaked with sauce from the curry sausage. The compartment for the curry sausage has no holes and therefore the sauce is kept inside, whereas the chips compartment has several holes to keep the chips crunchy and to allow water vapour to escape. Closed, it is safe for carrying. The packaging can be produced on a standard high-speed erecting line (with some modifications) and has not been seen in this segment before.



Official Name of Entry | Lipton Earl Grey 100 g Carton
Entrant | Duran Dogan Printing and Packaging

Carton Manufacturer | **Duran Dogan Printing and Packaging**
Brand Owner | **Unilever**
Structural Designer | **Duran Dogan Printing and Packaging**
Graphic Designer | **Duran Dogan Printing and Packaging**
Cartonboard Manufacturer | **Metsä Board**

Splendid and sustainable

The carton was designed to be a replica of a metal box. The main objective was to maintain the look (design-wise and layout-wise) when switching to a more sustainable pack. The metal effect was replicated by using a metallised substrate onto which a combination of effect gloss and matt varnish was applied. As a result, the new packaging has become more attractive on the shelf, and much more sustainable and functional than the previous version.



WINNER | MOST INNOVATIVE



Official Name of Entry | **Cupholder**
Entrant | **Siemer Verpackung**

Carton Manufacturer | **Siemer Verpackung**
Brand Owner | **HDI**
Structural Designer | **Siemer Verpackung**
Graphic Designer | **Marion Münch**
Cartonboard Manufacturer | **WestRock**

Jury Comments

A simple, very simple solution to a regular problem which also has commercial, advertising value.

I'm sure we have all been to venues, be it concerts or sports events etc and needed a place to put our drink so that it doesn't get spilt or knocked over. Well, here's the solution. A carton board drinks holder that hooks on to the seat in front of you or to a fence or railing – in fact anywhere. Add to that, you have a vehicle to sell advertising space as well – smart thinking!

Skol (or Cheers)

Drink cup holders for stadium and concert standing areas. The cup holder is simply attached to a railing, the cup with the drink placed inside and your hands are free for clapping, dancing or cheering. The drink is protected against tipping, spilling or contamination as it does not stand on the floor. The cup holder was used very successfully by the main sponsor of the Hannover 96 football team in the HDI Arena and received an enthusiastic response.

This new development can be re-used, folded and taken with you to the next event. The multi-colour printed and unbleached solid board can be cut as required and is ideal as a promotional space which specifically addresses the audience of an event or is specific for a product which plays a major role at the event (sports occasions or concerts).





Official Name of Entry | Message on a bottle – Pago fruit juice Carton Sleeve

Entrant | Mayr-Melnhof Packaging International

Carton Manufacturer | **Mayr-Melnhof Packaging Austria**

Brand Owner | **Eckes-Granini Austria**

Structural Designer | **Gerlinde Gruber**

Graphic Designer | **Martha Ploder & Gerlinde Gruber**

Cartonboard Manufacturer | **Metsä Board**

Joie de vivre

A delightful marketing idea highlighting the new Pago “Love life” slogan. This easy-to-produce and cost-effective cardboard sleeve is the perfect on-shelf marketing tool as it entices the target group, calls for interaction and increases in-store awareness for the Pago brand. The cardboard heart is intended to be used for making joyful photos to participate in the prize draw to win a trip around the world. The heart can also be used as a gift tag.



Official Name of Entry | Nalle Oat Flakes

Entrant | AR Packaging Group/Sebastian Eckert

Carton Manufacturer | **AR Carton Oy, Finland**

Brand Owner | **Ravintoraisio Oy/Raisio Group**

Structural Designer | **Susanna Sotka, Sebastian Eckert**

Graphic Designer | **Bond Agency, Marko Salonen**

Cartonboard Manufacturer | **Stora Enso**

Good for everyone

The design of the pack gives the consumer the freedom of choice – two opening options on the top. The classic opening is the push-in tab; the new mechanism is a push-in, squeeze and pour mechanism, described on the side of the pack with some easy-to-follow illustrations. The new opening makes it more convenient for all ages to open the pack. A clever solution without using more material or requiring changes in the filling lines. A satisfying solution for all parties; the brand owner, the consumer and the cardboard converter.



Official Name of Entry | ScanWish Adventskalender

Entrant | Pfäffle Verpackungswerk

Carton Manufacturer | **Pfäffle Verpackungswerk**

Brand Owner | **Schoko & Blume, Panini, Galeria Kaufhof,**

Goldener Anker, Björn Freitag

Structural Designer | **Pfäffle Verpackungswerk**

Graphic Designer | **Pfäffle Verpackungswerk**

Cartonboard Manufacturer | **Stora Enso**

Greetings via video

ScanWish offers a unique customising option for the customer after purchase. This is done by using a QR-code applied to the pack, which allows a video to be played online or a photo to be displayed. This type of customisation is inexpensive for the manufacturer as existing packaging can be used. Nothing needs to be changed on the product other than applying the QR-code, allowing high volume print runs to continue.



WINNER | BEAUTY & COSMETICS



Official Name of Entry | Beauty Box
Entrant | rlc | packaging

Carton Manufacturer | **rlc | packaging**
Brand Owner | **FEMIA Cosmetic**
Structural Designer | **rlc | packaging**
Graphic Designer | **FEMIA Cosmetic**
Cartonboard Manufacturer | **Iggesund**

Jury Comments

Beautiful, simple and secure. This attractive box does everything needed to hold, protect and display the precious glass ampoules.

The liquid containing vials are held in place in the base AND the roof of the carton. The ampoules are placed in such a way that when the carton is closed, both ends of the ampoules are held within base and roof apertures. When opened, they display beautifully. The soft touch varnish just adds that 'little extra'.

Young again

This five-day intensive treatment is an eye-catcher at the POS: the window in the packaging allows a clear focus on the ten fragile glass ampoules as well as the pink beauty potion. Ampoule treatments and their highly concentrated ingredients are regarded as turbo boosters for the skin. The treatment pack was placed in stores for Mother's Day giving a highly exclusive beauty kick.

Design highlights: the ampoules are secured carefully by both the lid and base – perfect protection against breakage or premature removal, even without a PET window foil. Opening of the pack creates a unique "wow" effect which is hard to forget. In addition, the packaging is extremely efficient: finishing is in-line with soft-touch varnish. The cartonboard construction can be fully recycled giving it a sustainable quality.





Official Name of Entry | Do-It-Yourself-Kit
Entrant | rlc | packaging

Carton Manufacturer | **rlc | packaging**
Brand Owner | **Coscoo Cosmetics**
Structural Designer | **rlc | packaging**
Graphic Designer | **brandpack**
Cartonboard Manufacturer | **BillerudKorsnäs**

Gentle and refined

Coscoo is a Berlin beauty start-up with a very special product idea: do-it-yourself natural cosmetics. Pure, refined and natural: all these brand values are supported by the holistic packaging concept. The use of plastics was reduced wherever possible and substituted with cartonboard. Printing on the inside of the sleeve affords a secondary use, for example as a gift tag. After all, these care products are ideal gifts for pampering the soul as well as one's skin.



Official Name of Entry | Retro Revival
Entrant | Omaks Packaging

Carton Manufacturer | **Omaks Packaging**
Brand Owner | **IK Skin perfection**
Structural Designer | **Alparslan Kaleli**
Graphic Designer | **Cosmetize**
Cartonboard Manufacturer | **Metsä Board**

Beauty in its purest form

A solution which exemplifies the heritage of cosmetics. The cosmetics inside contain only 100% natural products, which is reflected in the packaging consisting of FSC cartonboard only. Printed on uncoated material, this gives a distinct natural feeling. This range of products looks entirely different on the shelf in the shops and stands out from the competition. Cartonboard was also used for the inlays, resulting in recyclable packaging. The embossing emphasises the traditional style of this range of packaging.



Official Name of Entry | Roval - Ovaldose
Entrant | Mayr-Melnhof Packaging International

Carton Manufacturer | **Mayr-Melnhof Packaging, C.P. Schmidt**
Brand Owner | **SCA Hygiene Products**
Structural Designer | **C.P. Schmidt**
Graphic Designer | **ProFILE Communication**
Cartonboard Manufacturer | **Metsä Board**

Stunning elegance

A unique, oval tissue box in highly attractive colours with all-round decorative sophistication, where functionality and elegance go hand in hand. Dispensing the product is extremely easy. The oval shape is unique and the first of its kind for this type of product on the cosmetics market. The consistent use of cartonboard makes this carton fully recyclable.



WINNER | FOOD & BEVERAGES



Official Name of Entry | JDE Z1 packaging
Entrant | STI Group

Carton Manufacturer | STI Group
Brand Owner | JDE- Jacobs Douwe Egberts
Structural Designer | STI Group
Graphic Designer | Design Bridge Group
Cartonboard Manufacturer | Metsä Board

Jury Comments

Packaging for L'Or coffee capsules sees structure and graphics combining well to create an inviting pack featuring UV varnish, colour coded bands and viewing window to aid consumer selection in-store and in-home.

A beautiful pack design to tantalise the coffee drinker.

The promise of elegance

A convincing design of impressive beauty: dressed in elegant black with an embossed, gilded logo and a tantalising glimpse of the pods, this packaging captures the promise of L'Or: true, fast and uncomplicated coffee pleasure with perfect quality. The clever and extremely compact arrangement of the pods allows easy access.

Contrasting UV-varnished colour bands are featured on four sides to help shoppers instantly identify the flavour and intensity, both in the store and at home. Special gluing technology enables the distinctively-shaped viewing window to sit close to the edge of the packaging and delivers the desired aesthetics with minimal use of plastic. Designed to work with high-speed pick-and-place technology, the beautiful packaging design is also efficient, supporting a filling speed of almost 9,000 folding boxes per hour with minimal wastage.





Official Name of Entry | Beta Teas of the World Collection
Entrant | Printpark

Carton Manufacturer | **Printpark**
Brand Owner | **Beta Tea**
Structural Designer | **Printpark**
Graphic Designer | **Beta Tea**
Cartonboard Manufacturer | **Metsä Board**

Aromatic harmony

Fourteen different kinds of teas are packed in an elaborate, authentic folding box – with each design displaying significant differences. The all-encompassing harmony is conveyed in particular by the graphics, the attractive print, the special varnish and the distinctive tactile surface. What makes the brand even more appealing is the distinguishing character of the “packaging family” on the shelf.



Official Name of Entry | Domino's Chicken Box
Entrant | A&R Carton Kriftel/Sebastian Eckert

Carton Manufacturer | **A&R Carton Kriftel**
Brand Owner | **Domino's Pizza Deutschland**
Structural Designer | **Martin Zelosko**
Graphic Designer | **Kühne Design, Andreas Kühne**
Cartonboard Manufacturer | **Stora Enso**

Practical and safe

One of a kind box to hold three different products. The inner compartments are created during the erection of the box: no more hassle with dividers. Perfect match for food service logistics and handling speed at restaurants. In addition, the closing top is unique and easy to close: just press the lid on the sides to interlock them with the side flaps. Guaranteed tamper-evident closure with the fresh lock system. A tuck-in flap closes the pack safely; all you need to do is tear open the counterpart to open the lid and enjoy your meal.



Official Name of Entry | Carton N70 Moments
Entrant | Mayr-Melnhof Packaging International

Carton Manufacturer | **Mayr-Melnhof Packaging Russia**
Brand Owner | **Ahmad Tea Limited**
Structural Designer | **Mayr-Melnhof Packaging Russia**
Graphic Designer | **Ahmad Tea Limited**
Cartonboard Manufacturer | **Stora Enso**

The yellow ribbon

When the ribbon around this tea box is untied, the packaging comes to life and displays its attractive interior. The smart structural design and the quality of the cardboard were selected by the brand owner. The result is an exclusive, delightful present made of cartonboard, non-glued, and decorated with a ribbon. It offers sustainability and is easy to manufacture.



WINNER | CONFECTIONERY



Official Name of Entry | LIQ gift set
Entrant | Van Genechten Packaging

Carton Manufacturer | VG Kvadra Pak JSC
Brand Owner | LIQ
Structural Designer | VG Kvadra Pak JSC
Graphic Designer | N2
Cartonboard Manufacturer | BillerudKorsnäs

Jury Comments

Liquorice has a 'you either love it or hate it' image yet you can't help but love the package created for LIQ liquorice confectionery. In the primary box are 4 secondary boxes, each containing a different product but it's the way these secondary boxes are perfectly fitting into the primary box.

The double layer of material, soft touch and UV varnish just adds to the in hand feel of what looks like a dark and mysterious product offering.

An exceptional experience

The dark design gives a premium look to the packaging. LIQ liquorices are handmade in small batches and are available only from selected retailers. The graphic design perfectly illustrates the unusual and mysterious concept and legend of this product. The names of the flavours are fitting: Night, Dusk, Moon and Sunrise.

The set consists of one large gift box to hold four small cube boxes with a variety of liquorice flavours. All sets of boxes have a dark black graphic design with bright colours highlighting the texts and logo. A combination of soft touch and UV varnish was applied. All boxes are also printed on the inside in a single colour, which varies for each flavour. The high quality cardboard helps to achieve a more natural and matt look and allows for excellent printing quality.

The box has double walls and a glued lid. The small boxes have a double layer of material for the opening to give a rich and aesthetic look and avoid visibility of the white unprinted parts of material. The boxes are produced from eco-friendly material, and no window material is used.





Official Name of Entry | Argenta – Frohes Fest Adventskalender
Entrant | A&R Carton Kriftel/Sebastian Eckert

Carton Manufacturer | **A&R Carton Kriftel**
Brand Owner | **Argenta Schokoladenmanufaktur**
Structural Designer | **Martin Zelosko**
Graphic Designer | **Werbeagentur Wieprich**
Cartonboard Manufacturer | **Stora Enso**

Fun to play

A large-scale 3D Christmas village display – created out of five houses assembled together with an easy-to-use interlocking mechanism. Creating visual depth, with varying house depths and several lock-on parts, such as an oriel on the middle house and a canvas blind on the right house. As an extra, the middle house has a placed wheel you can spin and select the current date, open the correct window and enjoy the sweets. A playful and functional element consumers love to use and play with.



Official Name of Entry | Nestlé After Eight Premium Easter Egg
Entrant | Graphic Packaging International

Carton Manufacturer | **Graphic Packaging International**
Brand Owner | **Nestlé**
Structural Designer | **Graphic Packaging International**
Graphic Designer | **Nestlé**
Cartonboard Manufacturer | **BillerudKorsnäs**

Feelings of Easter

Impressed by GPI team's innovative concept, Nestlé adapted its strategy in order to progress this specific design for their After Eight Easter Egg carton. The design enables the consumer to acknowledge at one glance the unmistakable colour signature and clock silhouette of the After Eight brand, creating an emotional and nostalgic connection with the product. In addition, GPI designers have developed a clever insert to hold the product securely in place without the need for vacuum forming.



Official Name of Entry | Côte d'Or Encore Simba 158g + 355g
Entrant | Mayr-Melnhof Packaging International

Carton Manufacturer | **Mayr-Melnhof Packaging Austria**
Brand Owner | **Mondeléz**
Structural Designer | **Mayr-Melnhof Packaging Austria**
Graphic Designer | **SGS Europe**
Cartonboard Manufacturer | **Stora Enso Mill Fors**

Lavish delights

A compact and extremely elegant affair. The gold foil elephant looks as if it has been attached by hand – the appearance of the packaging by itself is more than convincing in terms of the quality of the contents. The elegant look with its discerning hot foil embossing also increases shelf attractiveness. The hollow frame design is an invitation to touch as well as being easy to assemble.



WINNER | HEALTHCARE & PHARMACEUTICALS



Official Name of Entry | Ventofor-Combi Pack
Entrant | Lithosan Basım Yayım Ambalaj Sanayi ve Tic.

Carton Manufacturer | Lithosan Basım Yayım Ambalaj Sanayi ve Tic.
Brand Owner | Bilim İlaç San. ve Tic.
Structural Designer | Lithosan Basım Yayım Ambalaj Sanayi ve Tic.
Graphic Designer | Bilim İlaç San. ve Tic.
Cartonboard Manufacturer | Metsä Board

Jury Comments

The key to this particular pack and the most appealing aspect was the consumer benefit. As with all packaging in this category, care of the consumer through clarity of communication is key.

The design structure clearly separates the 2 different medications and yet also accommodates 3 products of different structures. Plastic separators from the previous packaging have also been eliminated.

Lean and firmly in place

The development of this folding carton had three objectives: (1) avoiding mix-ups of two different medications, (2) saving costs by eliminating the plastic separators and additional labels, and (3) simplifying the non-value-adding processes of the packaging procedure.

The original package consisted of two different medicines in blister packs and an inhaler separated by plastic separators and labels. Significant cost saving was achieved by eliminating the plastic separators and additional labels. The new design ensures that the two different medications are not mixed up and firmly keeps the three products of various structures in place as well as permitting easy access to the products.

Furthermore, this innovation resulted in simplification of the non-value-adding processes of the packaging procedure. Lean and agile manufacturing trends are shaping the future of pharmaceuticals, and this innovative compact design fully fits the industry's new approach.





Official Name of Entry | Faller Elisa Kit Box
Entrant | August Faller

Carton Manufacturer | **August Faller**
Brand Owner | **Steffens biotechnische Analysen**
Structural Designer | **Armin Rambach**
Graphic Designer | **Label Design by Steffens biotechnische Analysen**
Cartonboard Manufacturer | **BillerudKorsnäs**

Compact and safe

In one compact design, the Faller Elisa Kit Box offers optimum use of the whole packaging concept for required kit components as well as product description. The liquid kit components can be securely fixed using two inserts, guaranteeing the required level of damage protection. The inserts, which lie on top of one another, also add to the stability of the box. A further advantage: the inserts can be used modularly as required and depending on the number of bottles.



Official Name of Entry | The Best You
Entrant | Omaks Packaging

Carton Manufacturer | **Omaks Packaging**
Brand Owner | **BlissFuel**
Structural Designer | **Alparslan Kaleli**
Graphic Designer | **Rep Ringel**
Cartonboard Manufacturer | **Stora Enso**

Being young made easy

International beauty guru Tom Sebastian has created a capsule that makes you look and feel younger. The structural designer, graphic designer and customer worked together to find the best pack. Although the box is complex to make, for the consumer it is a nice and easy to handle beauty case. Main goal was a two-walled envelope which can easily be filled. The development took seven months and the result even went beyond the customer's requirements – an easy to fill envelope.



Official Name of Entry | Vial Security
Entrant | K+D

Carton Manufacturer | **K+D**
Brand Owner | **Bio-Rad Schweiz**
Structural Designer | **K+D**
Graphic Designer | **Bio-Rad Schweiz**
Cartonboard Manufacturer | **Mayr Melnhof Karton**

Functional and sustainable

A combination of functionality, safety and sustainability: in addition to its protective function, user-friendliness was extremely important. The pack was to be opened quickly by the user and to allow easy removal of the vial. The packaging is machine-glued in a single run. Its sustainability is underlined by the use of recycled materials.



WINNER | DRINKS



Official Name of Entry | Eco-Fontaine Jolival
Entrant | Van Genechten Packaging

Carton Manufacturer | VG Angoulême
Brand Owner | Jolival
Structural Designer | EB Concept
Graphic Designer | Jolival
Cartonboard Manufacturer | BillerudKorsnäs

Jury Comments

Whilst the jury had seen bag in box wines, this was a real surprise to see water being carried and displayed in such a way. Carrying a heavy product yet standing comfortably and steady for safe dispensing of water into the provided cups which are hanging from one part of the main pack. Perfect for office or functions.

The combination of the colours and graphics used also helped the overall presentation. Add to that, that it is eco-friendly and can be re-used or just recycled. Ideal!

Green drinks dispenser

A new innovative concept to dispense water, soft drinks, juices or wine, including a dispensing system for cups, based on a glued carton with a separate placeholder to hold the unit with the cups and drinks: a unique combination of dispensing the cups and drinks while standing on a base to enable easy filling of the cup. The transportable five-litre water fountain requires no maintenance or electricity; an easy to use all-in-one concept.

Easy to erect and fill or refill, offering a big facing for branding. The bag is fully protected, as are the cups. Made of cardboard and easy to recycle, the carton can be refilled and therefore has multiple lifecycles: an extremely eco-friendly concept. Its manually assembled construction requires only limited handling. As it is made entirely of cardboard, it's a fully sustainable solution to supply water at meetings, offices, parties, hotels etc.





Official Name of Entry | Stoli Packaging Series
Entrant | Van Genechten Packaging

Carton Manufacturer | **VG Kvadra Pak JSC**
Brand Owner | **SPI group**
Structural Designer | **VG Kvadra Pak JSC together with Latvijas | Balzams**
Graphic Designer | **servaire & Co**
Cartonboard Manufacturer | **BillerudKorsnäs**

Proud and strong

This packaging series consists of three different box structures. The main colour theme is red and white, the colours of the Latvian national flag, which give the product a sense of pride – together with the thick cardboard for heavy products. A successful combination of the structural element and graphic design gives an impression that there is a white sleeve on all the boxes, although the boxes are made of one piece. The twin pack and minibar boxes have large cut-out windows, making the renowned product inside easily visible.



Official Name of Entry | Ballantine's Duo-Pack Book
Entrant | Hammer Poznań

Carton Manufacturer | **Hammer Poznań**
Brand Owner | **Pernod Ricard**
Structural Designer | **Łukasz Górecki, Hammer Poznań**
Graphic Designer | **Pernod Ricard**
Cartonboard Manufacturer | **Stora Enso**

Noblesse oblige

The toned, dark graphics with colourful, shiny accents and fine embossing are associated with the premium whiskies inside. The packaging opens like a book, revealing its secrets – instead of one bottle there are two. Flaps hide the cut edges, lids made with several layers of folded board, special gluing and premium material make this packaging exceptional. The packaging is machine glued, manually erected, filled and presented as a special, noble gift box for all whisky fans.



Official Name of Entry | Johnnie Walker Black Label 70 cl Limited Edition Pack
Entrant | Duran Dogan Printing and Packaging

Carton Manufacturer | **Duran Dogan Printing and Packaging**
Brand Owner | **Diageo**
Structural Designer | **Diageo**
Graphic Designer | **DPN Design**
Cartonboard Manufacturer | **WestRock**

Dramatic impression

This Limited Edition pack displays the "striding man" on the front panel, which is a photo of a sculpture by Arran Gregory, made of real glass. Duran Dogan has enhanced the branding of the striding man by using a holographic substrate with a broken glass pattern and by applying 3D embossing. This gives the carton a dramatic premium and eye-catching look that stands out on the shelf.



WINNER | NON-FOOD



Official Name of Entry | Yamasa Star Pack
Entrant | PAWI Verpackungen

Carton Manufacturer | **PAWI Verpackungen**
Brand Owner | **Oettinger Davidoff**
Structural Designer | **Christian Holzer**
Graphic Designer | **Scott Birtwistle**
Cartonboard Manufacturer | **Stora Enso**

Jury Comments

Very clever, attractive and eye catching. Carton board packaging for cigars without the need for metal tubes. Each cigar is housed in its own distinctly shaped pack which when clustered together and bound by the wrap, forms a 'star' shape.

We should all remember that Davidoff is a premium brand and clearly they believe that their brand values can be reflected and presented by carton board.

It's all in the structural packaging and presentation.

Perfect branding

The Yamasa brand contains a star in its logo and this was to be reflected in the packaging design. To achieve this, five diamond-shaped folded cartons were lined up together with a plug-in connection. When these five individual packs are assembled, they represent a star. This is held together with a banderole with plug-in connection. The Touchpoint folded carton offers the option of making the brand become an event and turning the "Consumer" into a "Playsumer" giving the brand a playful experience.

The graphic design supports the strong construction design with graphic star elements. The star-shaped brand is picked up by offset printing and hot foil finishing. The folded carton turns into a real eye-catcher at the POS as it can also be stacked as a pyramid and thus dispenses with the need for additional presentation aids such as displays. The folded carton also has the advantage that a single cigar can be removed from the pack and remains safely packed and well protected to take home.





Official Name of Entry | InShape packaging for liquids in 30 varieties
Entrant | Model

Carton Manufacturer | **Model, CH-Au (SG)**
 Brand Owner | **InSmoke**
 Structural Designer | **Robert Heim**
 Graphic Designer | **Fabian Aeschlimann, InSmoke**
 Cartonboard Manufacturer | **Iggesund**

Quality sells

This type of packaging is distinguished by a premium-quality finish and absolute precision in processing. The relatively small packaging, which was produced in 30 different variants, features a premium finish, thus communicating the high quality of the liquid inside. A small tray holds ten of the packaged liquids. Various finishing techniques were applied on an extremely small packaging surface: hot foil stamping, special relief varnish and UV gloss varnish.



Official Name of Entry | Ursus Magnus H.01
Entrant | Lucaprint

Carton Manufacturer | **Lucaprint**
 Brand Owner | **Ursus**
 Structural Designer | **Ufficio Tecnico Lucaprint**
 Graphic Designer | **Albertdesign sas di Barin Alberto**
 Cartonboard Manufacturer | **BillerudKorsnäs**

Green power

Great impact at the point of sale due to appealing shape and graphics: the case that covers the box can be used as a lid holder to create a showcase in the true sense of the word. When placed in stores in this way, customers perceive it as a valuable product. The fully-carbon and black-coloured handlebar placed inside the box on a bright green background attracts considerable customer attention. The double wall structure gives stiffness to the large solid board packaging. Single gluing is enough for a large and complex structure with several compartments.



Official Name of Entry | Parliament Carat Blue
Entrant | Mayr-Melnhof Packaging International

Carton Manufacturer | **Mayr-Melnhof Packaging Graphia Izmir**
 Brand Owner | **Philip Morris International**
 Structural Designer | **Philip Morris International**
 Graphic Designer | **Nicolas Monnet**
 Cartonboard Manufacturer | **Iggesund**

Very special

Cigarettes are usually packed into hinge lids with two main shapes: square corner and round corner. This one is different but can still be filled on the same packer. The special corners are made by a special laser creasing technology. The facets and the metallic background give the edges a more three-dimensional effect. The special shapes are easy to fold and can be used on standard packer machines. It is considerably more difficult to counterfeit than conventional cigarette packs.



WINNER | VOLUME MARKETS



Official Name of Entry | **Babor packaging for ampoules**
Entrant | **Edelmann**

Carton Manufacturer | **Edelmann**
Brand Owner | **Dr. Babor**
Structural Designer | **Dr. Babor**
Graphic Designer | **Dr. Babor**
Cartonboard Manufacturer | **Stora Enso Paper Plant Imatra**

Jury Comments

Weirdly enough, this is the third winner that features ampoules/vials as its product delivery. However, the product content is about luxury and skin care, about self indulgence. The pack surface has a soft touch finish which in turn tends to indicate the smoothness of skin that can be achieved by using this product. The colours also suggest premiumness. When you open the pack the ampoules rise within the packaging for ease of access.

Luxury and convenience

The product itself feeds the skin with intensive moisture. To convey this effect, a special tactile surface with a soft touch varnish is used. This gives customers that pleasing feeling of smooth skin. The black basic colour on the folding carton reflects high quality, luxury and elegance and makes the ampoules, which are printed in different colours, appear in a perfect light. Blind embossing of the ampoule on the front panel and the Babor logo support this effect. This solution has been received exceedingly well by consumers, and demand from the retail trade is correspondingly high.

High convenience is provided inside the folding carton. Its lid is hinged with a lifting mechanism. The hinged insert protects and holds the products and when the box is opened the ampoules are raised, allowing for easy and comfortable access. The mono-material is cartonboard – glued from one piece. With the soft touch varnish, no film lamination is needed.





Official Name of Entry | Findus 30 Fish Fingers Twinpack
Entrant | Graphic Packaging International

Carton Manufacturer | **Graphic Packaging International**
Brand Owner | **Findus Sweden/Findus Norway**
Structural Designer | **GPI, Lieke van den Elshout & Josien Maartense**
Graphic Designer | **Findus**
Cartonboard Manufacturer | **Mayr-Melnhof Eerbeek**

Tastes twice as good

The 'Twin-Pack' is a specially designed Fish Finger carton for a market-leading brand in Sweden, Norway and France. The novel carton was designed to deliver high quality products and exciting new ideas to its customers. The robust pack offers both optimised shelf presentation and added-value features such as an easy opening device. In addition, the resource-efficient design takes up less room in the freezer and has resulted in a 40 per cent board reduction.



Official Name of Entry | Taste the Difference Premium Tomatoes
Entrant | The Alexir Partnership

Carton Manufacturer | **The Alexir Partnership**
Brand Owner | **Sainsbury's**
Structural Designer | **The Alexir Partnership**
Graphic Designer | **Sainsbury's**
Cartonboard Manufacturer | **Stora Enso**

Fresh fruit

This is a cartonboard pack format for the fresh produce category, virtually free of plastic. It helps retailers achieve a more plastic-free aisle. The rigidity and robustness of the cartonboard protects and promotes the delicate produce and has an organic feel. 360 degree branding with reverse print for recipe ideas are all part of the pack design. The basket is made of fully recyclable FSC cartonboard.



Official Name of Entry | Wheel of light
Entrant | Edelmann

Carton Manufacturer | **Edelmann**
Brand Owner | **Lumene Oy**
Structural Designer | **Edelmann**
Graphic Designer | **JDO Brand Design and Innovation**
Cartonboard Manufacturer | **Sappi Alfeld**

Wheel of light

The Lumene cosmetic series displays the "wheel of light" and when looking at the pack from different angles the light reflects on the micro-embossing. The packaging design represents light, radiance and nature. The inner compartments hold the products. The inside printing also reflects the basic colour. The folding cartons are delivered as a pre-glued flat blank and are erected when needed in order to save space during transport and storage. All folding cartons can be erected and filled fully automatically. There is no film lamination, only mono-material cartonboard.



I can honestly say that every year the entries just keep getting better and better. Very well thought through designs with the consumer/retailer clearly front of mind – as it should be.

A special mention must go to the Healthcare and Pharmaceutical category which previously has not been well represented numerically. This time there was great debate about the entries which were just perfect in what they needed to do to talk to the customer and deliver the product clearly and safely.

Last year I mentioned that there were several ‘not seen that before’ entries. This time we saw entries that we had indeed seen before but were so much improved in their performance both during first interaction and subsequently after use, re-close and re-use. That shows clearly that the industry is constantly aiming to improve what has gone before and advancing step by step.

Also it did not go unnoticed how many cartons had replaced metal packs and how improved the in-hand feel was with others thanks to some great emboss/deboss and textural work. Consumers love interacting with packs.

If I may go back to my first comment. That is the primary reason judging is taking just that little bit longer year after year. Not a bad indicator is it?

As always, in closing, my thanks to the jury members for their teamwork, contribution and hard work, plus a special thanks to the team from Pro Carton and ECMA for facilitating the judging and for looking after the jury.



Satkar Gidda
July 2017





Satkar Gidda, SiebertHead

Satkar Gidda studied Business Studies and Marketing and is Sales & Marketing Director of SiebertHead, the longest established brand and packaging design consultancy in the UK. His primary responsibility is presenting the skills of SiebertHead. He also works with global clients on helping them create that all important one to one communication between the brand and the consumer.

Lotte Krekels, Carrefour Belgium

Lotte Krekels has worked in packaging for over 15 years, the last four years as packaging manager. She is head of the packaging department at Carrefour Belgium. Her role encompasses food safety, sustainability and design of the Carrefour private label packaging on the Belgian market. Carrefour Belgium is one of the main retailers in the Belgian market and is part of the Carrefour Group, the world's second largest distribution group with almost 10,000 stores.



Dr. Janet Shipton, Packknack

An accomplished project manager, experienced in developing and delivering multiple detailed projects on time and within budget. Packknack is a network of talented consultants for packaging research, design innovation and development. Before setting up her own consultancy Janet spent five years as Divisional Design and Development Director at Chesapeake Branded Packaging (now MPS Westrock) before joining Mondelez International as Global Section Manager for Chocolate packaging development.



Susanne Lippitsch, SL Design

Susanne Lippitsch graduated from the masterclass for Industrial Design at the University of Applied Arts in Vienna. During her training she studied at the masterclass for Packaging at the Escola de disseny Elisava in Barcelona. Since 2001, she has worked as an independent packaging designer. Since 2002 she has taught packaging design in Graz and Salzburg. Her work has won several prizes and her clients include many prestigious companies.



Wilfried Duivenvoorden, Unilever

After university, Wilfried Duivenvoorden immediately joined the packaging industry. After 10 years, he joined Unilever in 1999 working in a European Procurement role for rigid containers for the ice cream and frozen foods business. Since 2006 he has been working as Global Procurement Manager for folding cartons, paper cups and cartons for Unilever Foods and Home & Personal Care.



Peter Klein Sprokkelhorst (Advisor to the Jury)

After training as a mechanical engineer, Peter Klein Sprokkelhorst decided to join the paper-processing industry. In 1982 he became managing director of Zedek Deventer Holland (which today belongs to the Smurfit Kappa Group) and turned the company into a major display and packaging supplier in Europe. He retired in 2008, but with 45 years of experience is still active as an independent consultant.





MESSAGE FROM PRO CARTON'S GENERAL MANAGER

The European Carton Excellence Awards is the highlight of the year for the carton industry and the sheer number and standard of entries just reinforces that view. A big thank you to all the participants, the jury's job gets more difficult every year. Meanwhile, its fledgling, the Pro Carton Young Designers Award, is going from strength to strength. With over 170 entries from 16



Tony Hitchin,
General Manager, Pro Carton

countries it is now firmly established with many Design schools as part of their annual curriculum. In fact, 46 colleges took part this year, by the far the highest number ever, which hopefully will prove to be a rich source of potential talent for the future.

Cartons' environmental credentials were once again recognised in the Sustainability in Packaging study undertaken amongst brand owners across Europe, whilst plastic continues to come under increasing

pressure from NGOs and the media. The plastic waste issue is, of course, of concern to everybody and we can all do our bit to prevent the situation from worsening. I would also call on brand owners to, whenever possible, use a sustainable packaging material rather than a non-sustainable one. Cartonboard is one of the few materials that is renewable and biodegradable; and of course, can even be recycled back into cartons again!

There's a number of new features that we've added to the Pro Carton website over the last few months so that it becomes an even more useful reference and opinion site. As well as details of the various activities undertaken by Pro Carton, there's also lots of articles, reports and reference documents. There's a number of different infographics on the site too which I hope you might want to use with your customers and colleagues. Please use the website, it is there to help you as well as to promote our industry.

Finally, can I ask for your help in spreading our message. As a packaging substrate cartonboard is probably the most sustainable material there is. Cartons can also communicate brand values like no other and once again the awards showed just how fantastic they can look and feel, whether it's for an "everyday" or "luxury" brand. Cartons' relevance and suitability for today's society has never been greater.

Please share the message.

CARTONS – PACKAGING FOR A BETTER WORLD.

Tony Hitchin,
General Manager, Pro Carton

September 2017



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