

Cartonboard

ECMA Pro Carton awards: A good year



At ECMA and Pro Carton's joint annual Congress held in Bucharest in September, they took the opportunity to hand out their latest awards for the best carton products of the year. Innovation, quality and sophistication were clearly the order of the day.

Whilst the packaging produced by Schwarzach for "ambuja", a range of natural skincare products, won the Carton of the Year Award, it was AR Packaging that was undoubtedly the biggest winner of the year with no fewer than three prizes out of ten.

France was absent from the winners with the exception of the trophy won by Auchan in the Volume Markets category for an ingenious tray produced by the Meyzieu facility of the Belgian Van Genechten group for mixed salads.

NATURAL BEAUTY BECOMES CARTON OF THE YEAR

The packaging for **ambuja**, the cosmetics range from Legart Forschungsatelier, was the winner of the main Pro Carton ECMA Carton of the Year Awards for 2015. Made using Invercote G 200 g/m² from Iggesund Paperboard, the award winning packaging has an original opening and closing mechanism: When the flip top is closed to protect the product, we hear a click. The sound of the



The winners

magnetic fastener highlights the unique feeling that you are holding something precious in your hands, something that is both durable and sustainable. The jury was also very excited: "The ace was the audible 'click' sound that the pack made when closed and the flip top closing was almost spring-like. When several senses can be engaged, including sound then that makes for a very interesting consumer pack".

FIRST TO WIN 3 PRIZES

Although AR Packaging missed out on the main prize, the Swedish converter was the first company to win three awards at the same Pro Carton ECMA Awards ceremony. It was the proud prize winner in the Sustainability, Non-Food and Confectionary categories. It won awards with cartons from different producers (Metsä Board, Stora Enso and Iggesund), demonstrating

the diversity of the product offer and the conversion capacities of the Swedish company. Mayr Melnhof, from Austria, also did well with two awards, alongside Spain's Alzamora, highlighting the European nature of the competition which had around a hundred entries for the ten awards.

See you next year!

CARTON OF THE YEAR AMBUJA

Entrant: Offsetdruckerei Schwarzach
Brand Owner: Pour Legart
Structural Designer: Herwig Bischof/b. packaging | Johannes Gautier
Graphic Designer: Johannes Gautier
Cartonboard Manufacturer: Iggesund

SUSTAINABILITY FAZER ALKU NEW MILL PRODUCTS

Entrant: AR Packaging Group
Carton Producer: AR Carton Oy
Brand Owner: Fazer Mill & Mixes
Structural Designer: Kaisa Pietilä/AR Carton Oy
Graphic Designer: Dragon Rouge | SEK & Grey
Cartonboard Manufacturer: Metsä Board



MOST INNOVATIVE FREE-RANGE EGGS**GARICA PUENTE**

Entrant: **Alzamora Packaging**
 Brand Owner: **García Puente**
 Structural Designer: **Alzamora Packaging**
 Graphic Designer: **Pampa Design**
 Cartonboard Manufacturer: **Stora Enso**

**BEAUTY & COSMETICS MÜLLER SOFT STAR TISSUE**

Entrant: **Mayr-Melnhof Packaging Int.**
 Carton Producer: **C.P. Schmidt**

Brand Owner: **Müller Großhandels Ltd.&Co. KG**
 Structural Designer: **Mayr-Melnhof Packaging, C.P. Schmidt**
 Graphic Designer: **Norbert Hrdliczka/Eigler & Hemann Design Agentur**
 Cartonboard Manufacturer: **Metsä Board**

**BEVERAGES YO SYRUP CARTON SLEEVE**

Entrant: **Mayr-Melnhof Packaging International**

Carton Producer: **Mayr-Melnhof Packaging Austria**
 Brand Owner: **Eckes-Granini Group GmbH**
 Structural Designer: **Gerlinde Gruber**
 Graphic Designer: **MARK II Communications**
 Cartonboard Manufacturer: **Metsä Board**

**CONFECTIONERY KÄGE CLASSIC MINIS**

Entrant: **AR Packaging Group**
 Carton Producer: **AR Carton**
 Brand Owner: **Kägi Söhne**
 Structural Designer: **Sebastian Eckert**
 Graphic Designer: **Brand Union Germany**
 Cartonboard Manufacturer: **Stora Enso**

**HEALTHCARE & PHARMACEUTICALS MULTIPACK FOR CLINICAL TRIALS**

Entrant: **Rondo**
 Brand Owner: **Hoffmann La Roche**
 Structural Designer: **Ebuel Sirmats/Roche | Cemil Ertürk/Rondo**
 Graphic Designer: **Ebuel Sirmats, Roche**
 Cartonboard Manufacturer: **Metsä Board**

**FOOD BOFFARD INTENSO**

Entrant: **Alzamora Packaging**
 Brand Owner: **Boffard**
 Structural Designer: **Alzamora Packaging**
 Graphic Designer: **La cia**
 Cartonboard Manufacturer: **Comart**

**NON-FOOD DAVIDOFF BLACK GLIDETEC (FOR ARMENIA)**

Entrant: **A&R Carton Graz**
 Brand Owner: **Imperial Tobacco Group**
 Structural Designer: **ITG Imperial Tobacco/ GD**
 Graphic Designer: **PSG Peter Schmidt Group**
 Cartonboard Manufacturer: **Iggesund**

**VOLUME MARKETS HYBRIC TRAY - AUCHAN SALADS**

Entrant: **Van Genechten Packaging**
 Carton Producer: **VG Meyzieu**
 Brand Owner: **Auchan**
 Structural Designer: **Virgin Bio Pack**
 Graphic Designer: **Skyflex**
 Cartonboard Manufacturer: **Caréo**

