

Press release

for immediate publication

Van Genechten Packaging Group

Double gold for VGP

Van Genechten Packaging takes home 2 European Carton Excellence Awards

Turnhout, 27 September 2017 | A unique Finnish premium liquorice gift set box and a highly eco-friendly water fountain: two ingenious folding carton packaging products by Van Genechten Packaging have won the most prestigious sector award this year: the European Carton Excellence Award. The winners were announced on 21st September during the annual ECMA Congress (European Carton Makers Association) that took place in Salzburg.

Smart sustainability

Brilliant and sustainable packaging ideas dominated at the 21st European Carton Excellence Awards according to the jury. As a truly sustainable packaging material, folding carton deserves to be in the spotlight. It's 100% re-usable and combines wonderful branding and barrier properties.

Love the package

So VGP was thrilled to take home two awards and see its creativity and ingenuity praised. The gift box of sweets VG Kvadra Pak in Latvia made for the Finnish premium brand LIQ stood out for the jury, because

“the unique combination of design, material usage, printing techniques and the way the secondary boxes are perfectly fitting into the primary box just add to the in hand feel of what looks like a dark and mysterious product offering. You can't help but love the packaging.”

Highly eco-friendly

You may have seen boxes for wine, but this water fountain made by VG Angoulême in France, turned out to be a first and took the jury by surprise. It's an all-in-one solution that offers cups and fresh water – made out of folding carton. In the jury's words:

“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 events. 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!”

Also in the finals

A third design, by VG Kvadra Pak for the SPI group, made it to the finals as well: the Stoli packaging series. It featured on the 'drinks' shortlist and consists of premium twin packs and minibar boxes with large cut-out windows.

Arnauld Demoulin, CEO Van Genechten Packaging, is very proud of this impressive achievement.

“Superior design and development capabilities, close partnerships and continuous optimization is what has driven these excellent results. These awards energize our entire organization.”

The Pro Carton official site

<http://www.procarton.com/carton-excellence-award-2017-winners/>

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Van Genechten Packaging International (VGP) facts

VGPI is an independent industrial group with seat in Luxembourg. It consists of 10 folding carton factories in 7 countries, leading the European consumer goods industry with printed folding cartons, microflute and other packaging solutions. With an annual turnover of €260 million, the group converts more than 200,000 tons of cardboard each year and employs 1,600 people.

Trusted by blue-chip companies and multi-awarded by industry specialists, VGPI is widely known for both pushing and setting standards in tailor-made folding carton packaging solutions that drive business, while being sustainable and innovative on all levels.

www.vangenechten.com