PRO CARTON YOUNG DESIGNERS AWARD





WHAT IS PRO CARTON?

Pro Carton is the European Association of Carton and Cartonboard manufacturers. It represents members operating 50+ board machines in over 40 mills across 15 different countries in Europe and the carton converting industry.

Its purpose is to promote the use of folding cartons and cartonboard to brand owners, the trade, as well as designers, the media, and policymakers as an economically and ecologically balanced packaging medium, that is renewable, biodegradable, and a true leader in circularity.

Pro Carton and the European Carton Makers Association (ECMA), hold the annual and most prestigious award in sustainable packaging, the European Carton Excellence Award, alongside the Pro Carton Young Designers Award and Pro Carton Student Video Award. These awards celebrate innovation and sustainable design, attracting thousands of students, universities and industry professionals each year.

PRO CARTON MEMBERS



WHAT IS CARTONBOARD?

Folding cartons are small to medium-sized boxes made of cartonboard. They are used to package a wide range of products, from food – such as cereals, frozen and chilled foods, confectionery, baked goods, tea, coffee and other dry foods – to pharmaceuticals, cosmetics and more.

Many different types of cartonboard are produced, all of which can be manufactured in different weights (grammages) and thicknesses.

Cartonboard is renewable, recyclable and biodegradable. It is a truly sustainable packaging material and a perfect example of the circular economy.



Sustainable forest management

More than 90% sourced from EU forests

European forests are growing by approximately 2%/year

Forest-based sector absorbs >20% of Europe's GHG emissions

Collection & recycling

82% recycling rate

Target of 90% by 2030

Cartonboard fibres are resilient

More than 75% of Europe's fibre-based packaging comes from recycled paper/board

Over 54m tonnes recycled in 2022

Consumers

High level of trust and confidence in collection and recycling systems

Recyclability (85%) and renewability (81%) most relevant packaging features

Increasing demand for sustainable packaging solutions

PRO CARTON Living Circularity

SHOPPING

CARTONB MANUFAC

n=n=n

RETAILING

28 CHING



Cartonboard and folding carton production

European value creation

24% CO2 reduction cradle-to-grave 2018-21

Efficient use of resources

90% of water returned to the environment after purification

Recirculation of water

62% of renewable energy in operation, and growing

Demonstrating 'zero-waste' production

Brand owners

Design for recycling

Packaging the most important touch point

Co-development

Centre of excellence

Pledge 2025

Retailers

Important partner for collection Pull effect on innovation Differentiation through sustainable packaging Increasing share of private label



IN THE MEDIA

22 See 2003 10-58

Poznaliśmy zwycięzców 2023 European Carton Excellence Award

21 artesinia w Savelli odbyła się uruczysta saramonia wręczenia nagród w konkursie 2023 kurupaan Carton Excellence Award (UCEA), w którym nagrodzone ubiegtoracine innovacje z tektora privenewalionej produkcji epskowań kartonowych. Wydarionie organizowane print furnantation from the producential furthering in faiture (the Cartes) and furnantation furthering furthering and Extension WME relates to these to collect extension results and results and the second to the second test second



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Opakowanie.pl

Carton ateht für gelehte Kreislaufwirtschaft

PPWR quo vadis?

Recycluble Fibre Issued packaging Intelling its altrasticative disting the Mark Internation Instance of American Instantifier Determine Commune



Aktuell norgt die Diskussion über die Ausrichtung der PPWR für grosse Unsicherheit in der Verpackungsweit. Mehrwegverpackungen werden hierbei recycelten Kartonverpackungen vorgesogen. Zu Unrecht, und mit dem Risilko weitreichender nogativer Folgen.

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an machinalisis bewarter hadowen Wanterin. Meter an Wils des bief es komme an Wilders der EU Umere Meglenler förders nach takips Percentrochall and scheme danks ets prounder. Market tom det Möder in flatopa. Diese wachten jedes Jahr um erwa zwei Prozen, wie der Päcke von 1000 Pauluallitätern Marko comparison Tag energy in the

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management vertachen die gebrauchte Verpachung als wert utigen Roland für neur Verprinagen. Indusch im er um im sectors July generates note at 50 Milliones Tonnes Papier and

Ein über Jahrschate hinneg entwickeltes System

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Kanglamentics Ratzang von Einwog- and Holszwegsystemen

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packaktuell

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Groundbreaking packaging solutions awarded at the European Carton Excellence Award 2023



The best cardboard packaging - These are the winners of the European Carton Excellence Award 2023 packaging

Global Print Monitor

PRINT & PACKAGING NEWS, COMMENT & ANALYSIS

Presenting the winners of the Pro Carton Student Video Award 2023

Nain reducery: Mass. Colourse: Packasing. Bublished: Sectorsher 24, 2021

Ivo Carton Student Video Award recognizes vound filmmakers in Europe The winners of the 2023 Pr Carton Student Video Awaro were announced last night (September 21) at the eessal awards gata in Seville, Scale, The sword underlines the importance of supporting young talent in the film sector and supports environmental conscious solutions. The



students were tasked with making a short film that demonstrated the advantages and benefits of cardboard and folding boxes in an imaginative, visionary way.

Innovation



The Pro Carton Young Designers Award in Seville fashion!

Wher Krakow in Poland, Saville in Spain! Pro Carton carefully elects the destinations for its galas for the Pro Carton Young esigners Award. This year, the event sponsored by Turkey's leading packaging specialists, Duran Doğan and Kartonsan took place on September 21 in And

haclenda. Pap/Argus was there. The event rewarded the best young design to vinners were announced by Horst Bittermann, Managing Director of Pro Carton, I of leaders in the packaging industry. The evening ended in jubilation with magnifi-Special mention goes to Winhied Muhling, Director Marketing and Communicatis was able to highlight all the young talents. The results and photos will be p Pap/Argus. Don't miss it! Innovation was at the rendezvous! Some creations will STUDENT VIDEO AWARD

Pro Carton honors young filmmakers in Europe

The winners of the 2023 Pro Carton Student Video Award were announced at the awards gala in Seville, Spain.

The award underlines the importance of supporting young talent in the film sector de cartón producido" and supports environmentally conscious solutions. The students were tasked with Interview with Winfried Muehling, Marketing & Communications Director of Pro Carton making a short film that demonstrated the ac and folding boxes in an imaginative, visionary DackREPORT "We are promoting circularity with every square meter of cartonboard produced"

CARTONBOARD, THE CIRCULAR **ECONOMY IN ACTION**

Given the scale of the EU's Packaging and Packaging Waste Regulation (PPWR) proposal, there is much uncertainty across the packaging world as industry figures try to untangle what it really means. The proposed regulation shows a preference for reusable packaging against recycled cardboard packaging. Not only is this the unilateral stance to take, but pushing forward with the PPWR in its current form could have far-reaching negative consequences



GERnétic from Alzamora is Carton of the Year

InTerempresas



COMPETETIONS. AN ITALIAN COMPANY IN ALSO ANONE THE NUMBER OF THE DUBDEAN CARTON FROMANCE BASES 2023

his is Luciprist which stand not for the most innovative and surplushable packaging solutions in the Second Packaging Wight Plant Award categor



motes increates and austability in the European cardinant and carbolicant package battly. Drawnad to: Pro Carlos Dire European desociation of Cardinant and Cardinan toral award that calabrates the best sustainable packaging adv

Young talent honored for innovative cardboard packaging ideas

Winners of the Pro Carton Young Designers Award 2023 have been announced

The jury has spoken: The winners of the Pro Carton Young Designers Award 2023 were announced on September 21st at a ceremony in Seville, Spain.





2023

journal







NG CARTON > EUROPEAN CARTON EXCELLENCE AWARD 2023 WINNERS

European Carton Excellence Award 2023 winners

The winners of the 2023 European Carton Excellence Award (ECEA) were unveiled in Seville, Epain, on 21 Sectember, recognising the innovation of the sustainable carton packaging industry over the last year. Hosted by Pto Carton - the European Association of Carton and Cartoriboard Manufacturers - and the European Carton Makers Association (ECMA), the awards

criene de la criene of sustainable packading.

Spain based Alzamora Group's tuxurious three-dimensional spherical packaging sc. announced brand GERheltic was crowned Carton of the Year, whilst Graphic Packaging Interna the Public Award, as well as taking home the Sustainability Award.



neue verpackung



Entrevista a Winfried Muehling, director de Marketing y Comunicaciones de Pro Carton

"Estamos promoviendo la circularidad con cada metro cuadrado

Single el estudio "Carbon Fongeriet of Carbon Sinkuging 2007", la industria surapes de en banto de carbon en un 2114" decida 2111". Un tito organization fuzilo que demonstria que los encases de carbon no unio autofacien las demandas de una economia de base biológica y circular, sino que tambite tienen un popel clove que desen-petar en la transition a una economia hals on carbons

INFORMCE: phodels employee a munitive lactories of picance real de esta citis?

WINED MUDICING Not tto meetgacon aitma que la industra ha logrado reduce au huello de cotorno en un 245, desde 2018. En companyión con la medición de 2018 de 255 topCCOs, with reduction upp athe de la huella de cathone ection is in reversition like en de productión. En la medición uror 80 filoricas de producción de pael canal reside a catile classifier

Además, el impacto de carbono de la cura a la puerta se when a 148 kgCODe, unrealize an el que nuest to offer deschargents. Una subjection the 24% arms 2018 a 2021 demunitra, por tantto, que las inve

IP: ¿Cono ha logrado la industria nurspea del encase de cartos lograr esta citra? ¿Que medidas concentas se han recomendado desde Pro Carton?

A coording to the Carloss Fundpulset of Carlos Packaging 2023 study, the European Carloss Recard and carlos industry has managed to reduce its context industry has managed to ferent millestone which deep a packaging not only means the decoloring, but it also has a key role to play in the transition to a low Cardinant accordings

> INFORMO: Could you a plain to our maders the p al ashered of this forces WARRED MUDILAN

Infrance. It induction of JPR between 2018 and 2021 them fore demonstrates that the investments taken prepared P

IP: How has the European cartoriticand packaging industry managed to achieve this figure? What concerns measures have been recommended from Pro Carton?



Pro Carton Young Designers Award winners

innovative liberdo"* fore-based pack for Perfett libre Melle Mentos gum won core Tuesday September 26th, 2023 - Winners 2023 impress with innovative and creative cardboard packaging ideas.

The winners of the Pro Carton Young Designers Award 2023, sponsored by leading Turkish packaging specialists Duran Doğan and Kartensan, were announced yesterday evening (September 21) at a ceremony in Seville, Spain.

In recognition of outstanding young European design talent, Horst Bittermann, General Director of Pro Carton, announced the award winners in front of an audience of leading representatives of the packaging industry. At this year's awards ceremony, awards were presented in four categories: Creative Cartonboard Packaging (Food & Drink); Creative Cardboard Packaging (All Other), Sustainability and the Public Vote Award.

More than 750 submissions were received from over 540 institutions across Europe. They were examined in detail by a jury representing the entire packaging value chain. Satkar Gidda, former sales and marketing director of SiebertHead, served as the chief judge. He was supported by Sanjeev Das, Global Packaging Director for Food and Ice Cream at Unlever, Alican Duran, Managing Director of Duran Dogan and Chairman of KASAD, and Kemai Ozkirim, Marketing Director of Kartensan.



MEET THE TEAM



Winfried Muehling Pro Carton

> **Adam Craig** Storm Communications

Danielle Wolstencroft Storm Communications







Katie May **Storm Communications**

Olivia Evans Storm Communications

ANNUAL AWARD PROGRAMME









UNEARTHING THE FUTURE OF THE FOLDING CARTON INDUSTRY

The Pro Carton Young Designers Award is **Europe's leading annual talent competition** for aspiring packaging design.

Focusing exclusively on cartonboard, the award plays an important role in promoting sustainable packaging and innovation amongst students across Europe. The design competition is free to enter and open to all students enrolled at a European school or university.

The Pro Carton Young Designers Award is set to once again reveal exceptional ideas, whilst allowing Pro Carton to attract the next generation into our industry by showing them the benefits of cartonboard and rewarding their creative thinking. Entering the awards is the perfect platform to network directly with industry experts and kick-start graduate job opportunities.

For the purpose of the award, Pro Carton has partnered with Metsä and MM Board & Paper to supply cartonboard sheets for practical design work, free of charge. This process runs in cycles from October to April.

2025 ENTRY CATEGORIES



Creative Cartonboard Packaging: Food and Drink

Creative Cartonboard Packaging: All Other

Sustainability



THE BRIEF

•Creative Cartonboard Packaging | Food & Drink: The focus lies on cartonboard as the most sustainable food and beverages packaging material and its recyclability. Give us a taste of great design!

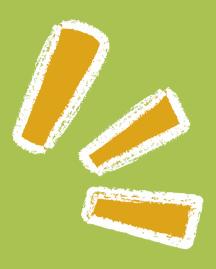
•Creative Cartonboard Packaging | All Other – excluding Food & Drink: This category focuses on using the most sustainable packaging material for non-food packaging. Which packaging problems are not yet solved? What can be improved? have a look around yourself and get inspired!

•Sustainability: Show us your ideas as to how cartonboard can reduce or replace plastic or other less sustainable materials and help us protect nature!

The fourth award category will be the **Public Award**. The public will have the opportunity to vote for their favourite designs during the public vote and help determine the Public Award winner.

The brief is kept as open as possible to allow for maximum creativity in packaging and cartonboard design.







WHAT DO YOU NEED TO SUBMIT?



Entry name: Give your design a descriptive, memorable, appealing name.



Entry description: Promote your design (max. 150 words). The description is key so make sure to describe key design features and how it promotes sustainability/what it replaces.



Select category: Choose the entry category your design fits into.



Media: Upload up to 5 photos of your design (landscape and portrait). You can also upload video material too!

Remember, you must create your design and submit photos/videos of it by the deadline. Only the shortlisted entrants will be notified to send their designs to the in-person judging. Do not send your designs until you have been notified.



Creations must be made mainly of cartonboard over 200 g/m2



Submissions must be three-dimensional and to scale





You must include images of your cartonboard concept and a brief description of the design & its features

We accept individual and group entries (max. 5 students). Only one person per team needs to submit the design online.



Your design must be your own idea and not copied from another source

Entries made from any other material than cartonboard will be disqualified

JUDGING PROCESS

Online judging to determine the initial shortlist of 80 entries.

This is where the photos and videos you submit make a difference!

In-person judging - the esteemed judging panel of industry world leaders carefully consider every entry, testing the functionality, design, and creativity.

A shortlist is chosen for the Public Vote alongside the category winners & finalists.

2024 PANEL:



SATKAR GIDDA



SANJEEV DAS



LOTTE KREKELS





REASONS TO ENTER!

RECOGNITION

All top entries are promoted across Pro Carton's social media with a follower count of 25,000+ and winners will be promoted through marketing & PR in press releases covered by key trade media.

CELEBRATION

Category winners, finalists, and teachers will be invited on a full expenses paid trip to attend the prestigious awards gala held in Istanbul, Türkiye in September 2025.



THE ULTIMATE PRIZE

Winners will be invited on a once-ina-lifetime training opportunity with industry leaders to learn more about the production process of cartonboard and meet with industry professionals.

The perfect experience, whatever the outcome, to add to your CV for prospective employers. Entering the PCYDA shows your true dedication and skill to sustainable packaging design. Just what the industry is looking for!

OPPORTUNITY



ENTRIES CLOSE

The online entry form will close at midnight.

INITIAL SHORTLIST

The top entries will be notified and entries will go live to Public Vote.

PUBLIC VOTE OPENS

Whoever gets the most votes will win the 2025 Public Award.

S-P

AWARDS GALA

The winners and finalists will join us at the ceremony in Istanbul, Türkiye.

Please note, these dates are subject to change

2024 VICTORY



Creative Cartonboard Packaging Food & Drink



Creative Cartonboard Packaging All Other



Sustainability Award



 Finalist





Public Award Judge's Award





TESTIMONIALS

"I highly recommend incorporating the PCYDA as a course project for packaging design educators across Europe—it's an opportunity that bridges education and industry in the best possible way.

Seda Duman, PCYDA 2024 Creative Cartonboard Packaging: Food & Drink Winner - Teacher

The Awards Gala in Berlin was a wonderful experience. We really enjoyed meeting other designers and hearing different perspectives on packaging design. The event itself was wellorganized, and we appreciated the chance to connect with

people who are passionate about the same things.

It's a great opportunity to get your work out there and see what others are doing in the field. Plus, it helps you build connections that could be helpful down the road.

Barbara Lübek-Kacperczyk and Elvira Alm Andersson, PCYDA 2024 Judges Award Winners

"Participating in the PCYDA was an overwhelmingly positive experience for us. We met many wonderful people and gained fascinating insights into the carton and folding carton industry!

The Training Days were incredibly valuable to us, as they provided not only interesting insights into carton production but also the chance to explore Turnhout and Belgrade.

After this experience, we highly recommend that all young designers take the opportunity to explore sustainable packaging concepts and participate in the Pro Carton Young Designers Award. It's definitely worth it!

Adrian Breindl, Luisa Rausch & Luka Vogt, PCYDA Creative Cartonboard Packaging - All Other Winners

The experience is very valuable, offering deep insights into the industry while fostering personal and professional growth. It's a unique opportunity to challenge yourself, gain new perspectives, and develop your skills in a supportive and inspiring environment.

Inti-Fillipa Crespín, PCYDA 2024 Sustainability Award Winner - Student

TAKE THE CHALLENGE!



studentawards@procarton.com (+44) 020 7240 2444



PRO CARTON