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New ECEA 2025 categories to spotlight best in European folding cartons

30 JANUARY 2025: The European Carton Excellence Award (ECEA), the most respected award in the European cartonboard packaging industry, is now accepting entries for its 2025 edition.

Hosted annually by Pro Carton and the European Carton Makers Association (ECMA), the award challenges partners across the cartonboard supply chain to showcase the most innovative, fibre-based packaging designs. Open to leading brands, converters, manufacturers, and designers from across Europe, the ECEA has consistently recognised some of the most advanced and sustainable cartonboard solutions of the last 28 years.

Entrants have until **16 May 2025** to submit entries on the [Pro Carton website](#). Winners will be announced at the official Awards Gala on **18 September 2025** in Istanbul, Türkiye, during the annual ECMA Congress.

New for 2025, the ECEA will feature revamped entry categories, placing a greater emphasis on the brand owner category. Recognising the growing importance of sustainable packaging in consumer choices, both virgin and recycled fibre designs will be awarded.

Entries must now be submitted across **seven core categories**:

- Beverages
- Frozen & Chilled Food
- Ambient Food



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- Confectionery
- Pharma/Health Care
- Cosmetics & Beauty
- General Packaging

On entry, participants can also choose to be considered for the Sustainability Award and/or the Innovation Award. All shortlisted award submissions will automatically be in running for the prestigious Carton of the Year Award and the Public Award.

Winners are selected by an esteemed judging panel of packaging experts representing different stakeholders from the cartonboard value chain. Last year's jury included packaging experts from Unilever, FMCG producer, and Carrefour, French retail giant. The judges assess each design against rigorous criteria, including graphic and structural design, production techniques, cost-efficiency, ecology, innovation, sustainability, and consumer convenience.

The ECEA celebrates the growing importance of sustainable packaging. The 2024 Pro Carton [Consumer Packaging Perceptions Survey](#) highlights a significant shift in European consumer behaviour, with 87% expressing trust in cartonboard recycling and over 40% demanding more recyclable packaging from retailers. This consumer demand emphasises the importance of cartonboard, making it more crucial than ever to recognise the very best industry talents.

Winfried Muehling, Director of Marketing & Communications at Pro Carton commented, "The refreshed ECEA 2025 structure represents the rise of cartonboard as a future oriented packaging solution. The change in entry categories reflects a stronger focus on brand owners and the importance of differentiation by sustainable packaging solutions. The ECEA not only celebrates the eye-catching designs on the shelves but also the talented individuals who bring these innovations to life with great



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skill and detail. We encourage all supply chain members to submit entries in 2025 and be part of this prestigious competition that recognises the brilliance of our industry.”

For more information and to enter the European Carton Excellence Award 2025, visit here:

<https://www.procarton.com/awards/european-carton-excellence-award/2025-2/>

Pro Carton also hosts the [Pro Carton Young Designers Award](#) (PCYDA) 2025 and the [Pro Carton Student Video Award](#) (PCSVA) 2025. The free-to-enter competitions offer valuable learning opportunities, encourage creative growth, and provide a platform for aspiring designers and filmmakers to showcase their talent and gain industry recognition.

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 X: https://x.com/pro_carton

Like the Pro Carton Facebook page: www.facebook.com/procartoneurope/

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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.