



## Case Study packaging #1

Unser Partner A+R Carton gewann zweimal in Folge den Award „Carton of the Year“

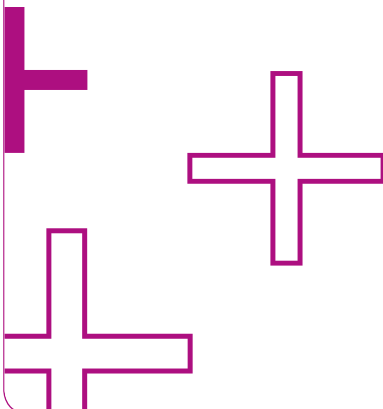
PRO CARTON ECMA AWARD

CARTON OF THE YEAR 2005

CARTON OF THE YEAR 2006

### **Pro Carton ECMA Award**

Die jährlichen Pro Carton/ECMA Awards für hervorragende Kartonverpackungen auf dem Markt werden bereits seit fünfzehn Jahren vergeben und gehören inzwischen zu den am meisten beachteten Preisen ihrer Art. Unter den preisgekrönten Ideen fand sich so manche Anregung zum Weiterdenken, zumal nachhaltige Verpackungslösungen immer wichtiger und auch von Konsumenten verstärkt nachgefragt werden.





**Carton of the Year 2005**

Winner: FS „Promised”

Carton Producer: A&R Carton GmbH

Brand Owner: Russkij Avangard

Structural Designer: Russkij Avangard

Graphic Designer: Russkij Avangard

Cartonboard manufacturer: Inner carton: Mayr Melnhof

Outer carton: Stora Enso



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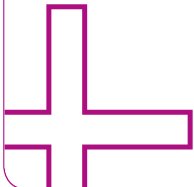
CARTON OF THE YEAR 2006

#### **Carton of the Year 2005**

A hexagonal construction holding a bottle of the same shape printed litho in 6 colours with gold and Iriodin lacquer finishes. Hot foil blocking on both sides allied to embossing, offers excellent point of sale impact. A cleverly engineered top closure allows easy removal and replacement of the bottle. The cartonboard for the outer carton was produced by Stora Enso and for the inner carton by Mayr Melnhof.

#### **Jury Comments**

The jury was of the opinion that this packaging is a celebration of the carton maker's craft. It brought together the full range of possibilities that are possible into one cohesive and interesting carton. The ability to slide the outer cover created a surprise in the changes of shape at the top of the carton. Fine printing and superb structural engineering combined with a variety of finishing techniques made this carton the obvious choice for the Carton of the Year.





**Carton of the Year 2006**

Winner: Alibi Toque Praliné

Carton Producer: A&R Carton GmbH – Werk Frankfurt

Brand Owner: Jacquot Confiseur – France

Structural Designer: A&R Carton GMBH – Plant Frankfurt

Graphic Designer: Coconuts – France

Cartonboard manufacturer: Stora Enso



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#### **Carton of the Year 2006 – Jury Comments**

This carton was considered by the judges to be an exemplary piece of packaging. The shape reflected the shape of the hat, or toque, worn by a confiseur and the use of embossing and varnish gave the carton the feel of the fabric used to make the hat. The elegant graphics, the simple opening and closing and the tapered structure all came together to provide an eye catching and supremely elegant carton containing chocolates made in the same shape as the carton. A truly excellent carton.

