European Carton Excellence Award



Meet the team

EUROPEAN™ CARTON EXCELLENCE AWARD 2025



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In the media

LEBENSMITTEL TECHNIK

GOLD AWARDS FÜR VERPACKUNGSDESIGNS

Diverse Verpackungsdesigns aus Metsä Board-Karton wurden bei den diesjährigen European Carton Excellence Awards mit Gold ausgezeichnet. Die Verleihung erfolgte durch Pro Carton und die European Carton Makers Association.

SUSTAINABLE PACKAGING NEWS

ECEA 2024 winning cartonboard creations unveiled in Berlin

The highly anticipated 2024 winners of the annual **European Carton Excellence Award** (ECEA), hosted by Pro Carton and the European Carton Makers Association, were announced last night (19 September 2024) during the Awards Gala, held at the Jewish Museum in Berlin, Germany. The ECEA – the premier award for sustainable packaging - annually highlights the latest innovative cartonboard and folding carton designs.

Ahead of the Awards Gala, all winners and a top 27 shortlist for the Public Vote were determined by a panel of industry experts and professionals, representative of the entire cartonboard value chain, including Satkar Giddar (Marketing and Branding Consultant), Sanjeev Das (Unilever), and Lotte Krekels (Carrefour).

packaging journal

Die besten Kartonverpackungen

Am 19. September 2024 wurden im Rahmen einer festlichen Gala im Jüdischen Museum Berlin die Gewinner des European Carton Excellence Award 2024 bekanntgegeben. Wir zeigen Ihnen alle Verpackungen, die von der Jury ausgezeichnet wurden.

Der prestigeträchtige Preis, der von Pro Carton und der European Carton Makers Association verliehen wird, gilt als die wichtigste **Auszeichnung für nachhaltige Verpackungen in Europa**. Jährlich werden damit herausragende Innovationen im Bereich Karton- und Faltschachteldesign geehrt.

Die Jury, bestehend aus führenden Branchenexperten wie Satkar Giddar, Sanjeev Das (Unilever) und Lotte Krekels (Carrefour), hatte bereits im Vorfeld die 27 Top-Kandidaten für die Public Vote sowie sämtliche Gewinner ausgewählt. Die Preisverleihung würdigt dabei nicht nur die **Kreativität und Funktionalität der Designs**, sondern auch deren Beitrag zu mehr **Nachhaltigkeit** in der Verpackungsindustrie.

neue verpackung

Faserbasierte Verpackungen

Dem Karton gehört die Zukunft

Karton in seiner schönsten Form

Der European Carton Excellence Award (ECEA) ist ein prestigeträchtiger Wettbewerb für innovative Kartonverpackungen. Er zeigt eindrucksvoll, wie vielseitig und kreativ das Packungsmaterial eingesetzt werden kann. Veranstaltet wird der ECEA von Pro Carton und der European Carton Makers Association (ECMA). Einreicher des ECEA kommen aus der gesamten Lieferkette. Eine renommierte Jury aus Verpackungsexperten bewertet die Arbeiten nach strengen Kriterien wie Grafik- und Strukturdesign, Produktionstechniken, Kosteneffizienz, Ökologie, Nachhaltigkeit, Innovation und Komfort. 2024 galt es, rund 100 Einreichungen zu bewerten.

Pro Carton arbeitet seit vielen Jahren auch sehr erfolgreich mit Universitäten in Europa zusammen. 2024 wurden mehr als 850 Arbeiten von mehr als 160 führenden Designhochschulen aus 25 Ländern für den Pro Carton Young Designers Award eingereicht. Der Verband ist hierbei jedes Jahr mit mehr als 2.000 Studenten in Kontakt und bildet auf diese Weise einen wachsenden Pool junger Design-Talente.



L'info carton

Techniques et marchés de tous les cartons et papiers d'emballages

Les lauréats 2024 très attendus de l'European Carton

Le très convoité prix Carton of the Year a été décerné au transformateur espagnol Hinojosa Packaging Galería Gráfica, et au fabricant de carton Stora Enso, pour sa création d'Origen Flor Natural pour Laboratorios Flor Natural parfums.







REVISTA IDE

Introducing the...

ECEA 2025

Hosted by Pro Carton and the European Carton Makers Association (ECMA), the European Carton Excellence Award (ECEA) challenges partners from across the supply chain to showcase their most innovative cartonboard packaging designs. Every year packaging designs for some of the most prestigious companies and challenger brands are awarded.

Demonstrating excellence, the ECEA recognises and celebrates outstanding achievements in packaging that blend functionality with aesthetic appeal. Each year partners from across the continent showcase their ingenuity, pushing the boundaries of what cartonboard and folding cartons can achieve.

Join us in honouring the best in the industry, where each entry is a testament to the dynamic and evolving world of sustainable packaging solutions.

2024 in numbers

> 74 entries

> 16 countries

> 5,100+ public votes

> 6.6M media reach



Benefits for all stakeholders

Brand owners

Demonstrate to consumers just how committed you are to using sustainable forms of packaging. An ECEA award is the perfect recognition for your drive to lead in sustainability.

Mills & Converters

Highlight recent innovation and set yourselves apart from the competition. Demonstrate your creativity and manufacturing standards to brand owners looking for the best in sustainable packaging.

Designers

If you have played a key role in the development of a unique cartonboard packaging concept, then the ECEA is a great way to showcase your design ingenuity, internally and externally.

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Why enter in 2025?

EUROPEAN™ CARTON EXCELLENCE AWARD 2025



Valuable exposure

Simply being nominated or shortlisted for an award presents an opportunity to use this for publicity purposes



Market position

There are high levels of media interest & engagement around the awards, with the potential to boost your company's market position & exposure



More sales & customers

Winning or being nominated for the awards is a strong indicator of trustworthiness among prospective customers & stakeholders



Boost customer retention

Entering & winning awards demonstrates to customers that your business is at the top of its game, thus improving customer retention



Increased credibility

An award nomination acts as a third party endorsement for your business. A win gives a stamp of authority and credibility within your industry sector and can be a sign of quality for potential customers



Employee motivation

Awards are a fantastic way to recognise the hard work of your employees and boost staff morale. Knowing they have contributed to winning an award can be a great motivator



Create attention

The Awards Gala is a great opportunity to put your business in front of influential and noteworthy people who may be key players within your industry, sector or region



Attract talent

Winning validates your hiring stature among new recruits. By pitching yourself as the best, you can attract the talent you need. Because who doesn't want to work for an award winning company?

Award categories

- Beverages
- Confectionery
- Pharma & Health Care
- Frozen & Chilled Food
- Ambient Foods
- Beauty & Cosmetics
- General Packaging



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Special awards

Sustainability

This category recognises solutions that show a commitment to environmental responsibility.

Entries should highlight the replacement of less sustainable materials, high recycled content, or innovative design for reduced material usage.

Awards given to both virgin and recycled fibre entries.

Innovation

The Innovation Award celebrates groundbreaking advancements in cartonboard packaging.

Entries should showcase novel concepts, technologies, or designs that push the boundaries of what's possible.

Awards given to both virgin and recycled fibre entries.

Public Award

This category celebrates the carton that resonates most with the public during the summer voting period.

All shortlisted entries are automatically entered into the Public Award unless the entrant choses to opt-out.

The Public Vote will open on Friday 18 July.

Carton of the Year

The Carton of the Year represents the crème de la crème of the industry

This prestigious award recognises the single best entry across all categories, showcasing exceptional design, functionality, and sustainability.

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Material rules

Cartonboard manufacturer
All entries must be manufactured on cartonboard produced by a member or patron of Pro Carton. See website for more details.

Cartonboard converter
All entries must have been printed and converted by an ECMA or Pro Carton member.

Cartonboard requirements
All entries must be produced predominantly from cartonboard or cartonboard laminated to microflute (with a depth of 1.5mm or less) or risk being disqualified.



Pro Carton members

BILLERUD

BURGO GROUP

Fiskeby

FOLBB
virgin fiber cartonboard made personal

Graphic Packaging INTERNATIONAL

HOLMEN

Kartonsan

LA ROCHETTE CARTONBOARD

MM BOARD & PAPER

MEL CARTONBOARD MAKERS

Metsä

PANKABOARD

RDM

sappi

Smurfit Kappa

stora enso

umka

WEIG
driven by care

WestRock

PRO CARTON ECMA

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2025 Rules



Do’s

All entries must have been produced and manufactured for sale between 2022-2025.

Six samples of each entry must be sent for judging. One must include the product for judging purposes. This is not essential for perishable goods.

All text entered on the form must be accurate as it will be used across all awards materials and communications.



Dont’s

Rigid boxes or similar made by covering board (usually grey board) with paper or similar material will not be accepted.

Entries incorrectly categorised (virgin or recycled fibre) will be disqualified.

Entries will only be accepted with the brand owner approval

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How to enter

It’s easy to enter the ECEA 2025 by using the online entry form on our website. Here are the simple steps:

1 **Gain approvals**

It is the entrant’s responsibility to gain all stakeholders’ approvals prior to entry and confirm the board type with the manufacturer.

2 **Complete the entry form**

Ensure you submit your entry form by midnight on 24 May 2025. Filling in all relevant fields with accurate, detailed information will boost your chances of being shortlisted. The cost is €250 per entry.

3 **Sending your designs**

You must send six samples to judging by no later than 30 May 2025. One sample must include the product it comes with.

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Judging process

An esteemed panel of packaging experts determine the shortlist by assessing each entry against rigorous criteria, including cost-efficiency, innovation, convenience, design and production techniques displayed. See the 2024 judging panel here:



SATKAR GIDDA
Independent Packaging Consultant



SANJEEV DAS
Global Packaging Director, Unilever



LOTTE KREKELS
Packaging Manager, Carrefour Belgium

2025 judging panel TBC

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2025 timeline

16 MAY

ENTRIES CLOSE

The online entry form will close at midnight. No deadline extensions are offered.

30 MAY

SEND DESIGNS

All payments must be completed and packs must arrive for judging no later than 30 May 2025.

18 JUL

PUBLIC VOTE

All shortlisted entries are automatically entered into the public vote. The voting period will close on 22 August

18 SEP

AWARDS GALA

All shortlisted companies are invited to celebrate with us at the ceremony in Istanbul, Türkiye

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Recognising Excellence



Need assistance?

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