

# Magazine



PRO CARTON

Marketing: **Sustainability and Individuality**

Brands & Markets: **Retail Revolution**

Design/Awards: **The Winners**

Events: **Pro Carton ECMA Congress**

Studies: **Challenge "Multi-channel"**

Sustainability: **Circular Economy**



The extensive versatility of carton-board is the key to success in the challenges facing packaging in the future. This was amply demonstrated during the joint Pro Carton ECMA Congress which looked at trends in the coming years.



One thing became abundantly clear: consumer behaviour is changing. Consumers expect more sustainability together with greater convenience – particularly when purchasing with their smartphones. Today, buying opportunities are all around us. A study by EHI Retail Institute commissioned by Pro Carton, provides information on what retailers expect from packaging. Everyone involved in the packaging supply chain can and should be aware of this.

The future looks promising. Our new website offers an excellent platform for communicating our information and values even better than before. The Awards – the Pro Carton ECMA Award and the Pro Carton Young Designers Award – demonstrate the powerful and wide-ranging possibilities of cartonboard packaging, not only in terms of attractiveness and sustainability, but also in terms of communication and convenience.

Find out about this and more from the Pro Carton E-News-Service. Pro Carton E-news service is published in six languages and is read by over 12,000 subscribers in 42 European countries. The current edition of our Pro Carton Magazine offers a selection of the most important news on key topics – for referral and archiving. We hope you receive the E-News as soon as it is published. If not, simply subscribe via our website [www.procarton.com](http://www.procarton.com).

With kind regards,  
yours

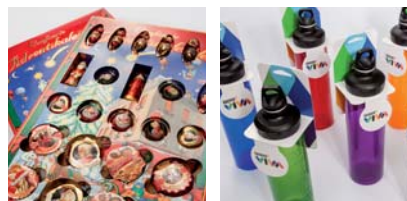
Roland Rex, President Pro Carton

# Design/Awards

## The Winners



A record attendance of 300 delegates and a fabulous atmosphere characterised the Award Gala of the first Pro Carton ECMA joint Congress on 18<sup>th</sup> September in Sorrento (Italy). The long-awaited announcement of the winners of the Pro Carton ECMA Awards finally took place.



Carton of the Year was "Fernanda Brandao", which perfectly communicated the message of the product. Exemplary in the field of sustainability was the Confiserie Reber Advent Calendar with innovative Carton-Inlay. This year's winner of the most innovative carton solution was the Artelac Splash Dispenser (Display).

Deadline for entries to the Pro Carton ECMA Award 2015 is 21<sup>st</sup> May 2015.



## Young European design



During the Award Gala on 18<sup>th</sup> September 2014 in Sorrento, the winners of Pro Carton Young Designers Award were also announced. The Award promotes young, promising design students from design schools across Europe. The award winners in 2014 were Alisa Feldhofer and Marie-Sophie Fischer.

Call for entries: Spring 2015  
Deadline: Spring 2016



## Inspirational

Pro Carton is pleased to present two books on creative design using paper and paperboard, including wonderful pieces of work by various artists. "Papercraft" and "Papercraft 2" showcase some exceptionally impressive work which may inspire new creations in the future.



► More at [www.procarton.com/news](http://www.procarton.com/news)



# Brands & Markets

## The World's Most Successful Triangle

The Toblerone triangle is probably the closest and most successful symbiosis ever between a product and its packaging. Theodor Tobler and his cousin Emil Baumann created the shape with the invention of filled chocolate in 1908.



The famous carton packaging was part of the design from day one. The result is a unique icon.

## Retail Revolution

In the coming years nothing will remain the same for online business, particularly in the grocery sector. The UK market – which has been the market leader in Europe for a long time – is currently looking to find the perfect combination of online and store fronts. 2014 was a crucial year in deciding who will come out ahead in



the future. Pro Carton spoke to Lisa Byfield-Green, Senior Analyst at the renowned Institute of Grocery Distribution, about the future and packaging.

► More at [www.procarton.com/news](http://www.procarton.com/news)

# Marketing Trends

## Trends in 2015: Sustainability and Individuality

Every year, Pro Carton compiles a list of the most influential trends that will affect packaging in the future, as identified by leading research institutes. Pro Carton President Roland Rex explains what these trends signify for packaging for cartons in particular. The most comprehensive trend in 2015: "Shopping opportunities are everywhere".

## Global Food Trends

French Food Fair SIAL has organised the "World Tour by SIAL" and as part of this, 28 media outlets from across the globe have identified three food trends in their regions. From these, the French retail expert, Olivier Dauvers, has distilled eight global trends for innovation in the food sector. Pro Carton is privileged to present them in the E-news.



► More at [www.procarton.com/news](http://www.procarton.com/news)



# Events

## The Multi-channel Challenge ...

### ... and the effect on the partners in the packaging supply chain

Packaging, and particularly carton packaging, plays an important role in the revolution in shopping channels. All speakers at the ECMA Pro Carton Congress unanimously agreed: every partner in the Packaging Supply Chain needs to work together quickly and effectively to drive the development of suitable packaging.



### All just mediocre?

At a marketing event organised recently by Pro Carton and Propak Austria in Vienna, geneticist and bestselling author Markus Hengstschläger insisted that we renounce mediocrity. Following the example of the "most successful experiment in the world" – evolution – the industry should demonstrate greater courage and support individuality and creativity. The Packaging Supply Chain can also learn from this principle – right through to the Point of Sale.



Markus Hengstschläger

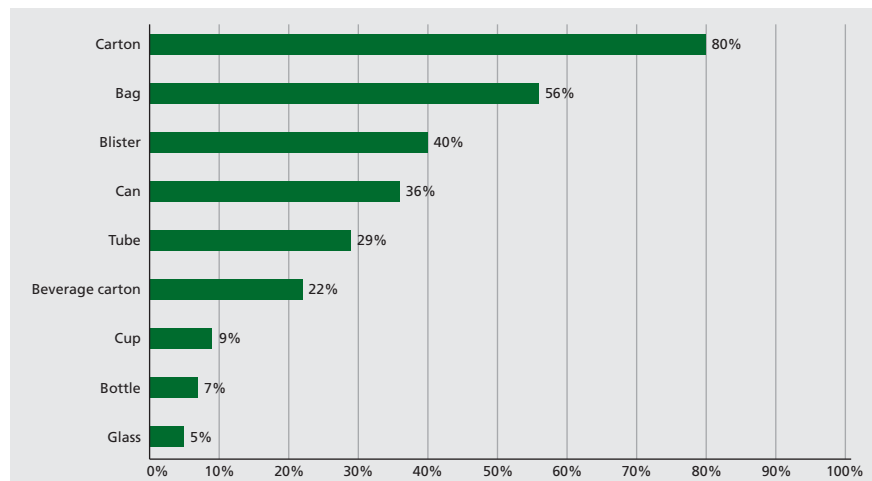


Highlight of the congress: the Award Gala.

# Study

## The "Multi-Channel" Challenge: Enormous Potential for Packaging

Multi-channel retailing changes the way we shop - and this also affects packaging. This is why Pro Carton commissioned the EHI Retail Institute to conduct a study: "Requirements, Trends and Opportunities for Product Packaging in E-Commerce". A synopsis is now available free of charge in brochure form from Pro Carton at [www.procarton.com](http://www.procarton.com).



Suitability of different product packaging for shopping on the Internet.



## Cartons on tour

The Pro Carton ECMA Awards' winning cartons represent the best of what is available on the market: in the categories Carton of the Year, Sustainability, Innovation as well as eight different product categories. In 2014/2015 there are 12 exhibitions in 8 different countries.

The award-winning packaging solutions will be the highlight of many important packaging industry shows. Please contact Pro Carton if you would like to include the cartons roadshow in your event.



Pro Carton ECMA Award Roadshow at Interpack.

## Re-Imagining Business

„We don't just have to get better, we need to be really good“, said Tim „Mac“ Macartney: only one hundred per cent sustainability in all areas will change the future for our children.



He complimented the cartonboard and carton industries on their progress in this respect. „The wonderful thing about sustainability is that it offers businesses a vision.“

# Sustainability

## Cartons: a Perfect Example of the Circular Economy

The concept of the Circular Economy is to optimise the use of natural resources by encouraging recycling, eco-design and waste prevention, among other

measures. The paper industry, including cartonboard packaging, is at the forefront of putting these aims into practice.

► More at [www.procarton.com/news](http://www.procarton.com/news)  
[www.resource-efficiency.procarton.com](http://www.resource-efficiency.procarton.com)



# New series of Infographics about Cartons

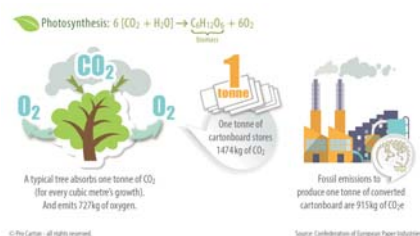
Pro Carton has produced a series of eye-catching Infographics to illustrate the sustainability of cartonboard packaging.

## The Carbon Cycle

The first describes the role of cartonboard's natural raw material – wood fibres from sustainable forests – in the environment's carbon cycle.



Growing forests that are sustainably managed are effective carbon stores. This carbon is "locked" within the tree and the products which are subsequently made from wood fibre. Recycling extends this even further. At the end of the cartons' useful life, when carbon is released, it can be absorbed and stored in sustainably managed forests.



Originally, cartonboard is made of wood and cellulose (it also contains some fillers). Cellulose is made through photosynthesis by the conversion of carbon dioxide and water into simple sugars and oxygen. The sugars are polymerised to make cellulose and oxygen is released. One tonne of cartonboard contains cellulose which has stored 1474 kg of carbon dioxide which has been converted into carbon (402 kg of carbon).

## Forests are a renewable resource for cartons

Pro Carton's Forestry Infographic highlights facts about the European forests which are the original resource for the cartonboard packaging industry. They are a sustainable, renewable resource and the forested area in Europe is increasing. They have grown by over 30% since 1950.



The European paper-based industry cares for the forests it uses and promotes sustainable forest management and certification systems. European forests used by the paper and board industry are sustainable and are managed in a way "that maintains their bio-diversity, productivity and their potential to fulfil, now and in the future, relevant ecological, economic and social functions, at local, national and global levels, and that does not cause damage to other ecosystems" (in the words of the European Agreement on Sustainable Forestry).

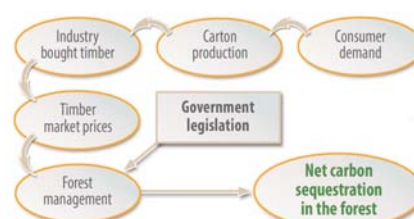
## Pro Carton's carbon footprint – fossil and biogenic

Pro Carton regularly measures the average fossil carbon footprint of the European cartonboard and carton industries: it is currently 915 kg CO<sub>2</sub>eq / tonne cartonboard produced and converted. This figure has been improving over time and shows that cartonboard packaging's environmental performance

continues to be among the best of all packaging materials. Alongside this, a study of biogenic carbon in cartons shows a significant amount is "locked up" in the carton's raw material – wood fibre.

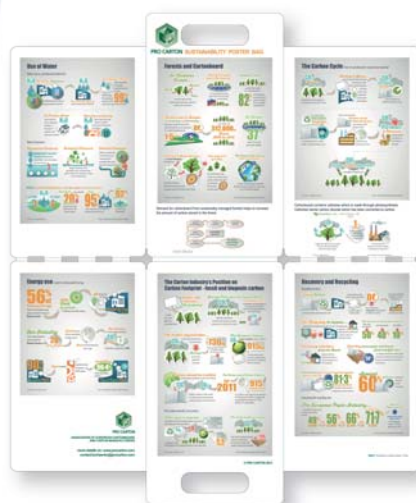


The raw material for cartonboard is wood fibre, which is derived from sustainably managed forests whose trees absorb and store carbon – this process is measured in terms of biogenic carbon. The scientific institute, Swedish Environmental Research Institute, IVL developed a methodology for measuring biogenic carbon in cartons by relating the carbon benefits of the natural raw material to cartonboard packaging.



The study by IVL illustrates the link between sustainably managed forests, forest carbon sequestration and cartons: consumer demand for cartons stimulates demand for timber (wood fibre to make





**New:** Pro Carton Sustainability Poster Bag - available now and free of charge at [www.procarton.com](http://www.procarton.com)

## Recycling and Cartonboard packaging

Around 50% of the fibre used to make cartonboard in Europe comes from used paper and board, through recovery and recycling of household and industrial collections. Thanks to well established systems, paper and board including cartons, is the most recycled packaging in Europe.

cartonboard) which in turn encourages the sustainable management of forests, which leads to forest carbon sequestration. European and national legislation also play a part in encouraging sustainable forest management.

## Leaders in Renewable Energy

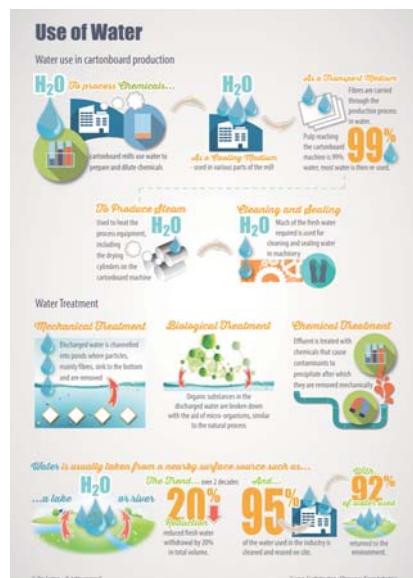
The use of wood as a raw material by the paper based industries, including cartonboard, has given them an unique advantage: the wood by-products can provide bio-energy for the manufacturing process. This use of biomass for primary energy has made the pulp and paper based industries leaders in renewable energy in Europe.



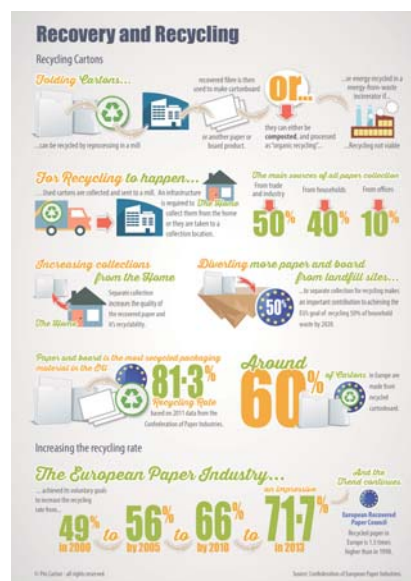
Use of bio-energy by the paper and board industries means that they are less carbon intensive, since bio-energy accounts for over half of their energy use. The paper based industries are at the forefront of improvements in carbon dioxide reduction, renewable energy and energy efficiency.

## How water is used in making cartonboard

Water is an essential element for paper and board production, but although a primary ingredient, only a small part of this water is "consumed": 92% of water used is returned to the environment.



The idea of providing a footprint for the use of water is becoming increasingly important. However, the approach to water will be fundamentally different to carbon, as water issues are local and carry different weights across Europe. Pro Carton, together with other paper-based associations such as CEPI (Confederation of European Paper Industries), is exploring how a water footprint might be evaluated in the paper-based industries.



Recycling of paper and board makes sense both from an environmental and from an economic standpoint. It means efficient use of the raw material from the forests, a reduction in waste and energy savings. When cartons are recycled, the carbon stored in the carton is prevented from going back into the atmosphere and keeps the wood fibres that originated from sustainable forestry in the value chain for longer. Recycling also plays a part in reducing greenhouse gas emissions generated in landfills.

► For more information, please visit the Sustainability section of the website [www.procarton.com](http://www.procarton.com) or contact: [buhaenko@procarton.com](mailto:buhaenko@procarton.com)



## Pro Carton: Marketing and communication platform

Pro Carton is the European marketing and communication platform of the cartonboard and carton manufacturers. Pro Carton's core task is to communicate the benefits and the potential of cartonboard and cartons.

Cartons are a major marketing tool and the most sustainable of all packaging solutions. They are the decisive advertising medium at the point of sale and at home. In addition to the point of sale they are gaining importance as the link between the virtual and real world.

## Pro Carton: Information on design and marketing

Pro Carton informs the entire Packaging Supply Chain – the cartonboard and folding carton industry, as well as designers, brand owners and retailers – and their customers throughout Europe on the latest developments in design and marketing through:

- the **www.procarton.com** website
- E-News to over 12,000 subscribers in Europe
- the "Pro Carton ECMA Award"
- the international "Pro Carton Young Designers Award"
- studies on relevant industry-related topics
- collaboration with partners in European countries

## Pro Carton: Network providing answers to packaging questions

Pro Carton is a networking platform and premier source of information for questions on packaging. Pro Carton links all the partners in the Packaging Supply Chain – cartonboard manufacturers, designers, carton manufacturers, brand owners and retailers – as well as the media and politicians.

## Design and Marketing-News

**Every month Pro Carton E-News is sent to over 12,000 decision makers in marketing, design and packaging. Gain an overview in seconds – a simple mouse click then takes you to case studies, interviews with experts, congress reports, market studies, competition analyses and much more.**

Special benefits: you are the first to receive carefully researched news on trends and can apply these to your long-term strategies. You can only benefit – as can be confirmed by our readers in the packaging industry, the branded goods industry and retailers from 42 European countries.

**Register NOW at [www.procarton.com](http://www.procarton.com) for the E-News-Service and receive two to three absolutely up-to-date stories from marketing, design and packaging every month free of charge.**

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## Imprint

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## The following topics are planned for E-News 2015:

Interviews with experts  
Congress reports  
Market studies  
Marketing trends  
Marketing case studies  
Sustainability  
Competitions in 2015



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