

Pro Carton/ECMA Carton Award

JURY REPORT 2008



2007
2006
2005
2004
2003
2002
2001
2000
1999
1998
1997



PRO CARTON



Official name of the entry: COLLAGEN 700

Jury Comments:

This carton, most especially in terms of the graphic design and colours, was thought by the Judges to be perfectly suited to the markets it was made for in Eastern Europe. Bold colour enhanced by silver make the carton appealing and attractive and this element is vital in a market where so many products are seeking to appeal to consumers at the point of sale. The way it opened was simple but effective and once opened showed off the contents very well. A comparatively simple design but one that was well thought out and enhanced the value of the product within.

CARTON PRODUCER:

CD CARTONDRUCK AG

END USER:

SORAYA SA

STRUCTURAL DESIGNER:

CD CARTONDRUCK AG, KARL-HEINZ SCHUSTER

GRAPHIC DESIGNER:

ŁUKASZ GÓRNIAK - AGENCY: SINGING DORSZ ROBERT TYSKA

CARTONBOARD GRADE:

INCADA SILK 300 GSM AND INCADA SILK 300 GSM + METALPRINT 29 GSM

CARTONBOARD MANUFACTURER:

IGGESUND



Beauty & Cosmetics

