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Mayr-Melnhof Packaging carries off the „Carton of the Year“ Award 2003 for outstanding packaging innovation

This year's annual meeting of the European Carton Makers Association (ECMA) took place at the end of September in Crete. Mayr-Melnhof Packaging was awarded with the **“Carton of the Year”** for its **confectionery packaging “Kitzbüheler Horn”**. The “Carton of the Year” awarded by Pro Carton/ECMA is the most famous and at the same time the most sought after prize in the European folding carton industry. The jury was greatly impressed by effective combination of the pyramid shape and the variety of high quality printing and finishing techniques which added up to the composition of a mountain. Moreover, the jury emphasized the combination of UV varnish and matt embossing illustrating the contrast between the smoothness of the snow and the roughness of the rocky Alps. As such, the Kitzbüheler Horn illustrates very well the **versatility of folding cartons as a packaging and marketing medium**, commented the jury. Once more, Mayr-Melnhof Packaging is the rightful winner of this ECMA Carton Award due to its outstanding packaging solutions. The “Carton of the Year” is added to the list of prestigious awards carried off by Mayr-Melnhof Packaging like ECMA Awards in Pharma and in Cosmetics in 2000 and 2001, the German Packaging Prize 1999 and 2002 as well as the World Star 1999.

The monomaterial packaging was designed for a hand made chocolate confectionery of the **Confiserie Manfred Wiegand**. It is used for local sale and stands out through its simple but extraordinary pyramid shape. The specially developed pyramid shape for a 14 piece packaging is also adjusted to the shape and the colors of the chocolate confectionery. Mayr-Melnhof Packaging Austria, a wholly owned subsidiary of Mayr-Melnhof Packaging Europe acted as package designer and carton maker.

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