

Pro Carton/ECMA Carton Award JURY REPORT 2007



2006
2005
2004
2003
2002
2001
2000
1999
1998
1997

Official name of the entry: VEUVE CLICQUOT (TRICKY BOX)



Jury Comments:

Whilst a champagne carton that doubles as an ice bucket is not new, the Judges felt that this entry took the concept to a new level. The clever construction, particularly of the top that when removed opens the carton fully and so makes it easy to pour in the ice, was felt to be an improvement over other similar types of carton. Also the very high quality of the print and graphics made the carton very appealing and would attract consumer attention mainly as an impulse purchase.



CARTON PRODUCER:

CARTOGRAFICA PUSTERLA SPA

END USER:

CHAMPAGNE VEUVE CLICQUOT PONSARDIN

STRUCTURAL DESIGNER:

CARTOGRAFICA PUSTERLA DEVELOPMENT TEAM

GRAPHIC DESIGNER:

VEUVE CLICQUOT PONSARDIN

CARTONBOARD GRADE:

INVERCOTE DUO 490 GM²

CARTONBOARD MANUFACTURER:

IGGESUND PAPERBOARD

Beverages

