

## Press release

2021-09-13

# AR Packaging wins four times gold in European Carton Excellence Award

This year, four of the prestigious trophies were awarded to AR Packaging, confirming its broad range of packaging innovations. The different packaging solutions highlight delicate finishing, excellent product presentation and plastic reduction and replacement.

The four winners of the European Carton Excellence Award in Gold are:

- **Dental Sticks**  
This toothpick box, made from virgin cartonboard, has a high quality brown finish that reflects the wooden product contents. Plastic was previously used for 40% of the pack – blisterfoil and card – but this has been replaced with a cartonboard euro hole suspension for display which saves space at the point of sale by enabling more products to be displayed in the same space. The pack is secured with a round paper label that is torn off to reveal a Z click opening mechanism which produces a satisfying click when it closes.
- **Curodent sensitive**  
In the supply of dental hygiene products, first impressions count and product packaging often plays a deciding factor in that. The “CURODONT Sensitive” pack is an attractive presentation box which displays the entire range of products in one place. The pack works by pulling up flaps on the lid which push up a cartonboard insert and all the products inside. The glossy UV varnish finish of the pack delivers a clean, attractive shell. The entire construction is 100% cartonboard without the use of any other materials and the material is responsibly sourced.
- **Rose Gift box**  
The floral packaging design of this sustainable gift box matches the vegan, bottled rose products inside. The pack is presented with images of roses, insects and birds that are dotted with cold foil highlights. A garden trellis cut-out feature enables the consumer to see the product within. The eye-catching top closure is decorated like a rose but takes the shape of a butterfly’s wings. Only cartonboard from sustainable sources is used and the entire construction fits well with the brand and its products.
- **Picard Frozen Creation**  
This sustainable pack constructed from foodsafe cartonboard, has completely removed all plastic from its design. The pack construction is now 2 parts instead of the previous 3 parts, which reduces the amount of renewable and recyclable cartonboard material that it uses. The base is glued to form a stable, lipped container which protects the product and prevents spillage. The glued lid comfortably fits over the base of the pack and is easy to manually assemble around the product. A glossy acrylic varnish and traditional printing ink finish makes the pack appealing to the eye, particularly for ice cream lovers!

"We are delighted by the jury's decision to honour each of the individual developments considering they all fulfill different challenges – some are driven by sustainability others create awareness", says Ralf Mack, Group Innovation Director at AR Packaging. "We are proud of the great performance that builds upon the collaborative effort of our local innovation teams. Their creative approaches to fulfill customer demands and respect product requirements are inspiring and a great advocate for cartonboard based packaging."

All four packaging innovations have been developed and produced at the local plants in Europe. AR Packaging Swiss, based in St. Gallen, Switzerland has put effort into replacing a plastic packaging with a recyclable cartonboard packaging for the Dental Sticks, creating an attractive presentation box for Curodent sensitive and designing an eye-catching Rose Gift Box. The innovative, fibre-based icecream packaging for Picard comes from AR Packaging France in Cholet.

**For more information please contact:**

Ingrid Lidbäck, Group Marketing & Communication Director at AR Packaging  
E-mail: [ingrid.lidback@ar-packaging.com](mailto:ingrid.lidback@ar-packaging.com)  
Telephone: +46 70 566 31 83

---

**AR Packaging**

AR Packaging is one of Europe's leading companies in the packaging sector with net sales of approximately EUR >900 million, 5,000 employees and 30 factories in 13 countries. The Group offers a unique range of packaging solutions from its specialised plants. Added value is created to its customers through its broad product offering and deep knowledge of carton-based and flexible packaging. The head office is located in Lund, Sweden. AR Packaging has an objective to grow both organically and by way of acquisitions.

[www.ar-packaging.com](http://www.ar-packaging.com)