

PAPERBOARD PACKAGING COUNCIL



January 6-11, 2008  
Doubletree Hotel  
Arlington, Virginia

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# National Paperboard Packaging Competition

# 2008 National Paperboard Packaging Competition

2008 Competition Dates:  
January 6-11, 2008



## A TRADITION OF EXCELLENCE

Each year, the U.S. paperboard packaging industry produces millions of cartons to protect, transport and market thousands of consumer products. These cartons are made by craftsmen who take pride in the packages they make. They show a concern for quality and attention to detail that is the hallmark of the best of American industry.

The National Paperboard Packaging Competition, sponsored by the Paperboard Packaging Council, honors those craftsmen by selecting the best in paperboard packaging each year. An independent panel of judges reviews hundreds of entries to select those few that best exemplify merit and achievement in packaging.

Since 1942, PPC has honored thousands of outstanding packages for excellence in members' internal production and converting, in the consumer product company environment and in the retail consumer environment.

The winners of the 2008 National Paperboard Packaging Competition are the best the industry has to offer—shining examples of its commitment to quality, service and innovation.

PPC salutes this year's National Paperboard Packaging Competition winners and all the craftsmen who through the years have produced the quality packaging that has established and maintained our industry's proud tradition of excellence.

## COMPETITION CRITERIA

Out of the tens of thousands of paperboard packages introduced in the North American marketplace each year, only a few hundred are deemed by the leading converters to be worthy of entry in the National Paperboard Packaging Competition. From these, winners are chosen based upon the judgment of an expert panel of judges. In making their determination of winning entries, the judges examine each entry for evidence of performance excellence in each of three main stages of the value chain: in the package production process by converters; in the filling, storage and distribution process by goods producers; and in the end-use environments of retailers and consumers. It is the application of these criteria that distinguishes this competition from all others.

Each entry can receive a maximum of 10 judging points for each process stage. An entry earning a total of 24 to 30 points receives a Gold Award. An entry receiving 18 to 23 points is given an Excellence Award. The entry with the highest number of total points earns the President's Award.

In recognition of the importance of structural design and technical excellence in a package's success, the Innovation Award category was created in 1994. The Innovation Award recognizes outstanding design based upon structural integrity and the application of materials, coatings, laminates and other processes that aid the superior function of the product. The category demonstrates creative thinking and problem solving for the customer.

Only PPC member companies in good standing are eligible to submit entries. They may submit as many as they like. Each entry is submitted in one of 26 categories. Each package is independently judged on its own merit. Our judging panel consists of industry professionals with a diverse background and expertise in at least one area of the criteria.

Thank you to all the 2008 participants.

## 2008 JUDGES

**Dick Depaul**, Depaul Associates

**Richard O. Garber**, Green Bay Packaging (retired)

**Harold Hughes**, Michigan State University

**Sandra Krasovec**, Krasovec Design

**John T. Lyons III**, *Package Design Magazine*

**James W. Peters**, Institute of Packaging Professionals

**Jeannie Spitler**, Graphic Designer

**Bill Wynkoop**, Lazer Design Services

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# 2008 Award Winners



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65 Years of EXCELLENCE

# 2008 Award Winners

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Sustainable Jewel Case	Jones Packaging	30
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Auto Bottom Pillow Pack	Diamond Packaging	31
Bridgestone Golf e6+	Shorewood Packaging	31
Listerine Whitening Strips	Jones Packaging	31
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# President's Award

## Beverages

**Entry:** Brain Toniq 4 pack

**PPC Member:** All Packaging Company, Aurora, Colo.

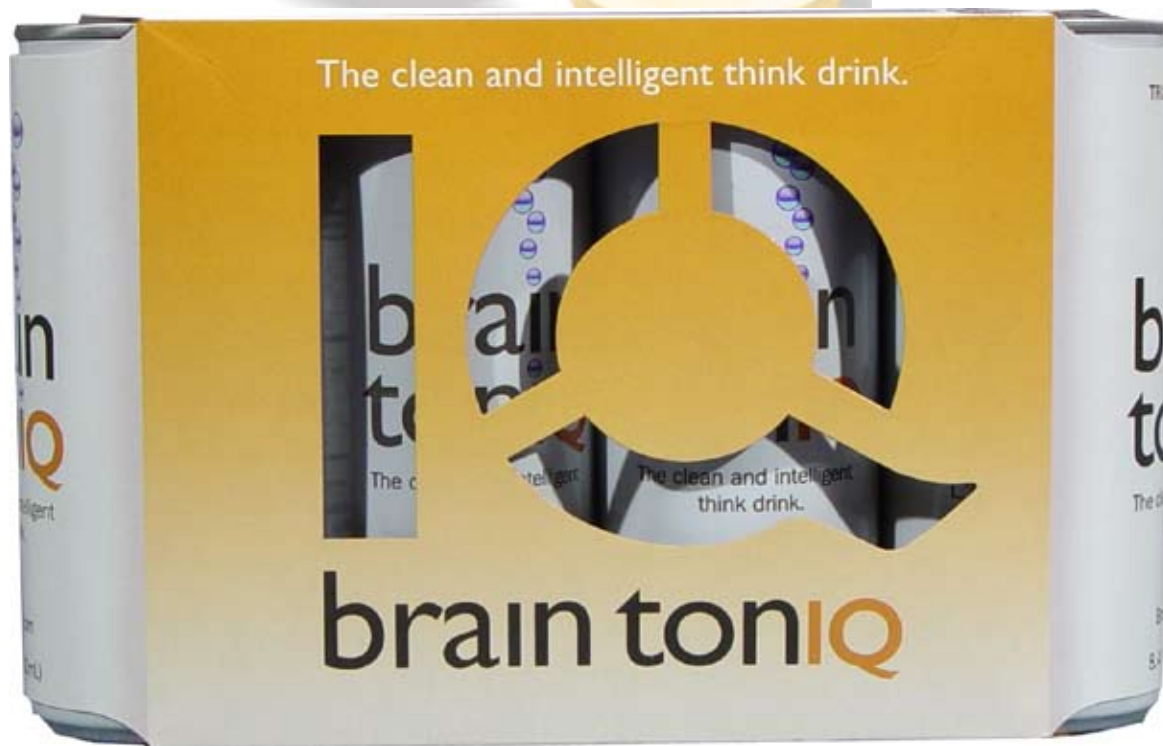
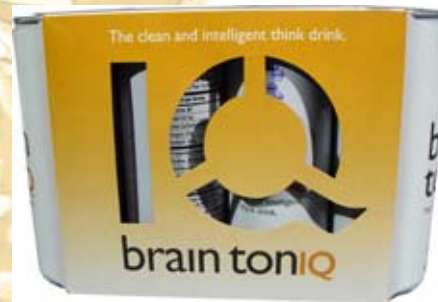
**Customer:** Brain Toniq

### The customer's objectives:

This is a product introduction for the world's first cognitive enhancement drink. The challenge was to differentiate the product from a sports drink.

### The converter's strategy:

The carton uses a single-row design that encapsulates the inner two cans around the curve of the two outer cans, increasing shelf appeal. The large "IQ" die-cut provides immediate clarity of the package and of the product and adds visual interest, immediately grabbing the consumer's attention. The closure tabs are bent at 90-degree angles and lock securely behind the two outer cans, providing a simple but secure assembly. An entry perforation at the top allows consumers to remove one can at a time without destroying the packaging. The four-pack fits into groupings of six in standard 24-pack beverage trays.



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# Innovation Award

## Materials/Process Application

**Entry:** Lexus USB Mailer

**PPC Member:** Great Western Industries, Dallas, Texas

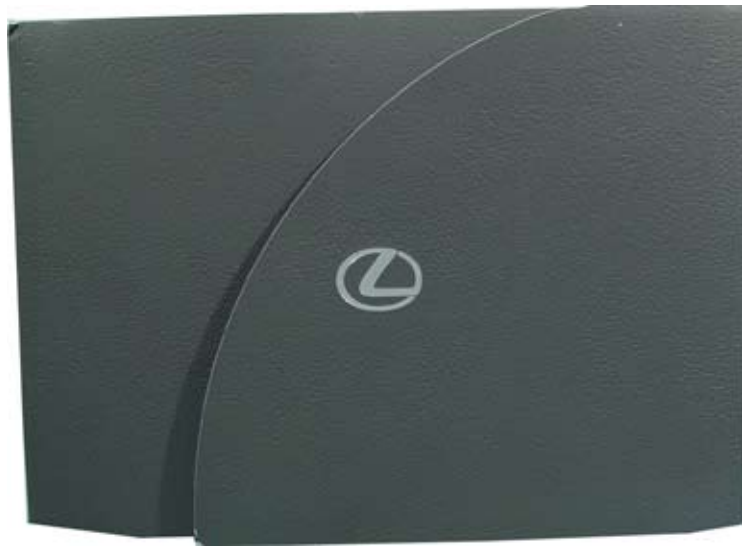
**Customer:** Rapp Collins Worldwide

### The customer's objectives:

Our customer wanted to create a premium promotional mailing to a select group of Lexus owners. The main goal was to make the piece look and feel like suede. Structurally, the piece had to be designed to carry a USB drive that would arrive undamaged after being mailed.

### The converter's strategy:

Using 12-point board and VelveKote (soft-touch coating) we saved the customer approximately \$20,000. It also allowed us to obtain a deeper embossing than we could have achieved otherwise. The mailer has the elegant look and feel of suede, which complements the premium quality that Lexus conveys to buyers. The piece captivated the recipients' senses of sight and touch. It enticed them to continue to open the panels and reveal the contents.



# Gold Awards



## Candy & Confections

**Entry:** Two-Pack Preserves

**PPC Member:** All Packaging Company, Aurora, Colo.

**Customer:** High Country Orchards

**The customer's objectives:**

The customer operates peach and fruit orchards, and is known for corrugated fruit crates for shipping tree-ripened peaches. They wanted to sell a new two-pack retain package of their preserves in a gift box reminiscent of that packaging.

**The converter's strategy:**

We used SUS stock to mimic the look of the peach crate, which was white over kraft brown. This stock supports the weight of the two jars in the die-cut insert to keep the carton from being crushed or showing other damage. The top and bottom pieces are modified Walker lock trays and, in addition to the die-cut insert, are all unglued. These gift boxes are designed to be easily stacked, just like the peach crates. The three pieces composing the gift box are flat packed and easy to store until needed for each order.



## Computer & Multimedia Products

**Entry:** Apple Mac OS X Leopard Package

**PPC Member:** Shorewood Packaging, New York, N.Y.

**Customer:** Apple Inc.

**The customer's objectives:**

When Apple Inc. prepared to introduce the first major upgrade to its software system, they wanted a package that would mirror the change. They wanted a package that would enhance the Apple brand and provide strong, dimensional shelf presence in the retail environment.

**The converter's strategy:**

Apple relied on our expertise in working with special substrates. Both companies' creative groups determined that a custom 3-D lens array substrate laminated to SBS board was the way to create maximum impact. The combination of clean, futuristic graphics provided by the customer and the special substrate and print and finishing expertise resulted in an exciting package with strong shelf impact. This package has been downsized as compared to Apple's previous software packaging (from a 7"x9" box to the current 5"x5" box), providing significant source reduction and therefore less board use.

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# Gold Awards

## Computer & Multimedia Products

**Entry:** The Bourne Files

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

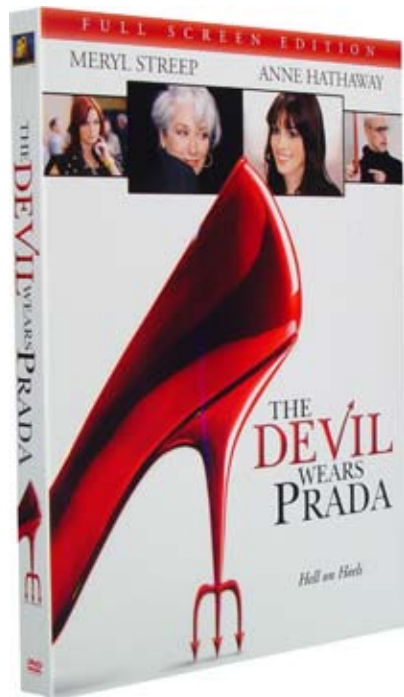
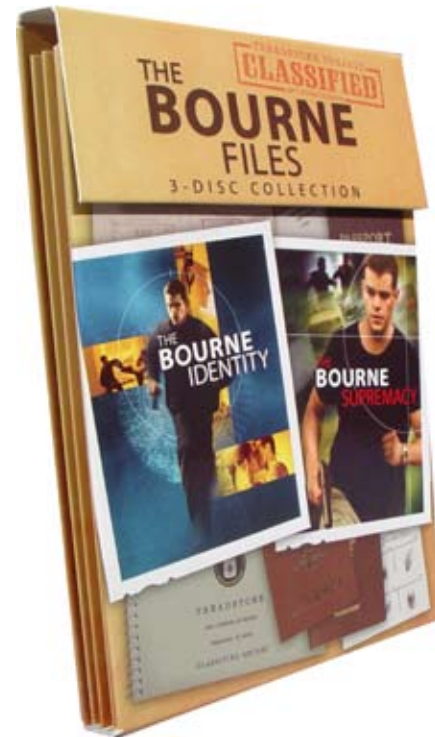
**Customer:** NBC Universal

**The customer's objectives:**

The customer's objective was to publish a special DVD gift package of the first two films in the Bourne series prior to the release of the third movie.

**The converter's strategy:**

Graphics were supplied by the customer's design firm, which worked closely with our structural design department. Our designers created three design concepts/prototypes for customer review. The design of a "file cabinet" package was the clear winner. An outer file box was created with two hard-glued accordion pieces on each side and tabs die-cut along the top edges. All were glued together to become pockets to hold the sleeves. The package was printed using offset lithography. All pieces were printed with four-color process inks and overall UV coating. The package incorporated special die-cutting and gluing to create the look of a file cabinet with tabs.



## Computer & Multimedia Products

**Entry:** The Devil Wears Prada DVD O-Sleeve

**PPC Member:** Great Western Industries, Dallas, Texas

**Customer:** Graphic Press

**The customer's objectives:**

Fox Studios wanted a special graphic effect to catch the light in a retail environment and entice the customer to pick up the package. The customer wanted the shoe on the front to look like patent leather, but did not want to use holographic foil.

**The converter's strategy:**

This was the first DVD release utilizing our HoloEmboss technology. Due to delivery requirements, this was the best option due to the speed with which it can be produced vs. traditional foil stamping. The holographic effect added to the shoe complemented the theme of the movie and helped buyers connect with it in the retail environment.

# Gold Awards

## Computer & Multimedia Products

**Entry:** Harry Potter Deluxe Gift Set

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

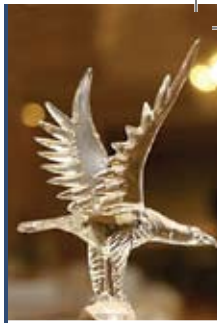
**Customer:** Warner Brothers

**The customer's objectives:**

The customer wanted a "spellbinding" package to showcase their DVD release of the five Harry Potter movies. They especially wanted to simulate the trunk used in the movies in a lifelike, scaled-down version.

**The converter's strategy:**

The custom-designed rigid "trunk" case, which holds all of the DVD packages, was made of chipboard wrapped in Hyflex Chrome. Custom-made hinges and hardware fasteners were sourced in China and made to match trunk fasteners in the movie. Accents included black grosgrain ribbon with a Velcro closing and a foil stamped/embossed "wax" seal. The elements for the outer trunk case and seven disc packs were printed with offset lithography using four-color process plus a special color, with water-base coating and spot UV coating.



## Computer & Multimedia Products

**Entry:** NFL America's Game

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

**Customer:** Warner Brothers

**The customer's objectives:**

Warner Brothers Entertainment wanted a special, customized package to house its 40-DVD series of NFL America's Game Super Bowl Champions. The collection contains a bound book and four DVD books that hold 10 discs each.

**The converter's strategy:**

Our structural design team was given the task of designing the slipcase and interpacks for the discs. Two rigid slipcasses, one inside the other, were provided. The inner slipcase has a crescent-shaped die-cut to showcase the contents. The outer slipcase was designed with a metal tip-on plaque that was embossed and placed into the debossed area of the slipcase. Four special interpacks were designed to hold 10 discs each. Offset lithography was used in the printing of the components, utilizing four-color process and special metallic silver ink and water-based coating.

# Gold Awards

## Cosmetics

**Entry:** Britney Spears Believe

**PPC Member:** Curtis Packaging, Sandy Hook, Conn.

**Customer:** Elizabeth Arden

**The customer's objectives:**

Elizabeth Arden's objective was to create an attractive carton for the new line of Britney Spears Believe. They wanted an attractive design accompanied by eye-catching graphics.

**The converter's strategy:**

The unique structural design of Britney Spears Believe is a glued fold-over clamshell. The structural design allows for more graphic display space, which includes the inside of the box. The inside graphics complement the look and feel of the outside. The Britney Spears Believe look was achieved ink-free: All the details were achieved through six passes of hot stamping. The cartons are shipped and stored flat, which minimizes cost and warehouse space. The look of the carton effectively reinforced the brand and had a positive impact on the retail strategy.



## Cosmetics

**Entry:** Mineral Fusion Mascara POP

**PPC Member:** All Packaging Company, Aurora, Colo.

**Customer:** gloProfessional

**The customer's objectives:**

The customer requested a display to contain and promote their new Mineral Fusion Mascara, to include two testers and 24 products in the retail carton. The customer supplied a sketch of the desired shape, which included multi-level circular platforms to add structural interest.

**The converter's strategy:**

We designed the curved platforms using die-cut pieces that interconnect. The top platform holds two testers. A set of two aligned die-cut holes helps keep the testers solidly in place. This front section then attaches to the back Walker lock tray using transfer tape. Fitted partitions were added to the tray to keep the cartons upright. The pieces that make up this display are unglued, flat-packed and are easily and efficiently stored until needed. The customer reported that they found the assembly process to be simple and manageable.



# Gold Awards

## Cosmetics

**Entry:** Nulase At Home Skin Care System

**PPC Member:** Thoro Packaging, Corona, Calif.

**Customer:** Nulase International, LLC

**The customer's objectives:**

Our customer previously used a plastic thermoformed tray. However, paperboard was chosen by the customer as an alternative material on the recommendation of the Thoro Design Team. The product needed to be visible inside the carton and not shift during shipping.

**The converter's strategy:**

Our customer wanted to keep the same look for every carton in this family, but use different printing techniques. Both kit cartons were spot UV coated, and the remaining cartons were printed with an overall aqueous coating to achieve the same look. A cello window was added to the kit cartons for full product viewing and protection. The conversion of the Nulase carton family from plastic thermoformed trays to paperboard is a remarkable achievement over the previous packaging. The paperboard version offers several key features that provide important benefits to our customer.



## Cosmetics

**Entry:** Usher

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

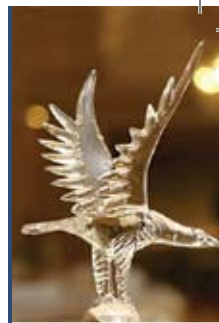
**Customer:** Liz Claiborne

**The customer's objectives:**

The customer was seeking high-end, sophisticated packaging for the launch of its new fragrance line for men and women. They wanted packaging that would have the look and texture of fabric and be different for the two lines. They turned to us because of our expertise with different substrates and textured effects.

**The converter's strategy:**

The packages were printed using rotogravure. The women's line was printed in three colors to achieve the suede look with a "soft touch" overall; the product name and text were embossed and silver hot-foil stamped. The men's line was printed with two blacks, silver, gray and a gray underlay and then given an overall embossed pattern to create a leather look.



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# Gold Awards

## Dry Foods

**Entry:** Multi-Grain Cheerios

**PPC Member:** Graphic Packaging International, Inc., Marietta, Ga.

**Customer:** General Mills Canada

**The customer's objectives:**

General Mills planned to introduce Multi-Grain Cheerios as a low-calorie extension of its well-known line. The structural design objective was to create a carton shape that conveyed to consumers the benefit of the dietary product: a slimmer silhouette. Curved scores were desired to mimic a waistline.

**The converter's strategy:**

The carton was printed on a standard sheet-fed offset press with a high-gloss coating. The carton was die-cut in the standard process. Sealing the side seam of the carton required special time-fed gluing to ensure that the top-opening feature of the carton performed correctly. Cartons met all requirements, from packing into corrugated trays through storage, distribution and warehousing to the finished end-aisle display. The carton effectively communicated to consumers the benefits of the new product. Despite the unique shape, carton integrity was not compromised.



## Personal Care & Accessories

**Entry:** Spasensials

**PPC Member:** Menasha Packaging Company, Neenah, Wis.

**Customer:** Kimberly-Clark

**The customer's objectives:**

This carton was a marketing effort to get the Spasensials brand in the market for spa treatments.

**The converter's strategy:**

The strategy was to introduce this spa product, giving the perception of quality and value through the graphics and structure of the package. An extra panel was created to fold and glue over the fifth panel for the graphics the customer needed. This allowed us to use a coated-one-side sheet. An auto bottom was needed for ease of packing the insert with product. The printing was designed to educate the consumer, which created the need for extra printing areas. The fifth panel of the carton and the removable insert were created to accomplish this. To accomplish the customer's expectations, the carton and the insert required a lot of hand labor.



# Gold Awards

## Promotional Packaging & Specialty Items

**Entry:** Lexus USB Mailer

**PPC Member:** Great Western Industries, Dallas, Texas

**Customer:** Rapp Collins Worldwide

**The customer's objectives:**

Our customer needed to create a premium promotional mailing to a select group of Lexus owners. This piece holds a USB drive that the recipient uses to create his or her next Lexus and take the information to the dealership to buy the vehicle.

**The converter's strategy:**

Designing the mailer so that it had the elegant look and feel of suede complemented the premium quality that Lexus conveys to their buyers. The physical embossing of this piece was extremely difficult to attain with the amount of pressure required to achieve the effect of suede. Combining the physical embossing with the soft-touch coating made this piece complex.



## Promotional Packaging & Specialty Items

**Entry:** Package Design Magazine

**PPC Member:** All Packaging Company, Aurora, Colo.

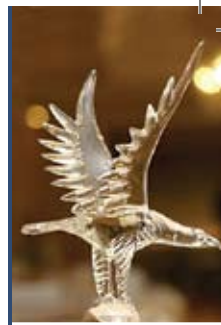
**Customer:** Package Design Magazine

**The customer's objectives:**

The customer's objective was to create a package for use in presenting their media kit, because the magazine serves the packaging market. This is a radical departure from the traditional folder format.

**The converter's strategy:**

Structural design was key in creating a look that was unique. The package holds and protects the contents so they can be used in a direct-mail format with only the application of a label. The carton insert holds and divides the papers and provides multiple levels of presentation. After receipt, the package functions as an easel. The carton is printed using four-color process inks with metallic gold ink, a pattern UV varnish and then an overall matte UV coating. The customer reports that recipients have expressed enthusiasm for the presentation.



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# Gold Awards

## Refrigerated & Frozen Foods

**Entry:** McCain Foods USA Ellio's Microwave Pizza

**PPC Member:** Cascades Boxboard Group, Montreal, Quebec

**Customer:** McCain Foods

**The customer's objectives:**

The customer wanted to reduce total package cost and material. The package was first introduced as a two-piece package including an inner tray with susceptor.

**The converter's strategy:**

We used SBS paperboard in developing a one-piece combination folding carton and susceptor tray. Our innovative structural design incorporates a susceptor tray in the carton. We printed the package offset in colors with conventional inks and water-based coating. We were able to increase efficiencies through the supply chain with decreased overall package weight and board reduction.



## Retail Boxes, Apparel & Accessories

**Entry:** Coach Tattersall

**PPC Member:** Climax Manufacturing, Lowville, N.Y.

**Customer:** Coach

**The customer's objectives:**

This package was rolled out for holiday 2007 as a tie-in for a new Tattersall product promotion worldwide. The key was to closely match the fabric used in the actual accessories.

**The converter's strategy:**

We chose an uncoated paperboard material that would closely simulate the texture of the Tattersall fabric. The background graphics were created by photographing the material itself. We printed it in three-color process plus two spot colors inside and out. Finishing this simplex box involves a double fold on side panels with diagonals and ends glued. This creates as small a footprint as possible. When placed next to the matching merchandise and supply items, this package coordinates beautifully, adding to the overall appeal of the design.



# Gold Awards

## Retail Boxes, Apparel & Accessories

**Entry:** Lord & Taylor

**PPC Member:** Climax Manufacturing, Lowville, N.Y.

**Customer:** Lord & Taylor

**The customer's objectives:**

Lord & Taylor rolled out a new brand enhancement program in the fall 2007. This was a \$10 million initiative that the gift boxes were part of.

**The converter's strategy:**

The custom uncoated embossed liner was predetermined by the customer's marketing department to match shopping bags and other supply items. We offered simplex folding-style options at various price points in an attempt to facilitate a smooth switch from a two-piece Biers-style construction. All of the lamination, printing and debossing were done in one pass on our inline flexo printing press. We printed both the interior and exterior of the carton matching the yellow on two different substrates. Finishing involved compound folds with diagonals glued and ends folded in, creating the smallest possible footprint with the easiest assembly.



## Self-Promotions

**Entry:** Holiday Promotion

**PPC Member:** Thoro Packaging, Corona, Calif.

**Customer:** Thoro Packaging

**The customer's objectives:**

Every year, Thoro Packaging designs and manufactures a holiday promotional piece to distribute to our friends, customers, suppliers and future customers. This is our yearly opportunity to delight, "strut our stuff" and show examples of some of our capabilities.

**The converter's strategy:**

This year we chose to create a Ferris wheel. This carton design required extremely intricate cuts and exact folds. The structure was printed on both sides to give the Ferris wheel its colorful effect. The snowflakes and gondolas were foil stamped to attract light and give it that holiday look. We knew that the look we wanted to accomplish would be structurally challenging. We chose a Ferris wheel because it would allow our customers and prospects to see Thoro's intricate die-cutting abilities and the printing capabilities that Thoro is known for.



# Gold Awards

## Self-Promotions

**Entry:** Sustainable Jewel Case

**PPC Member:** Jones Packaging, London, Ontario

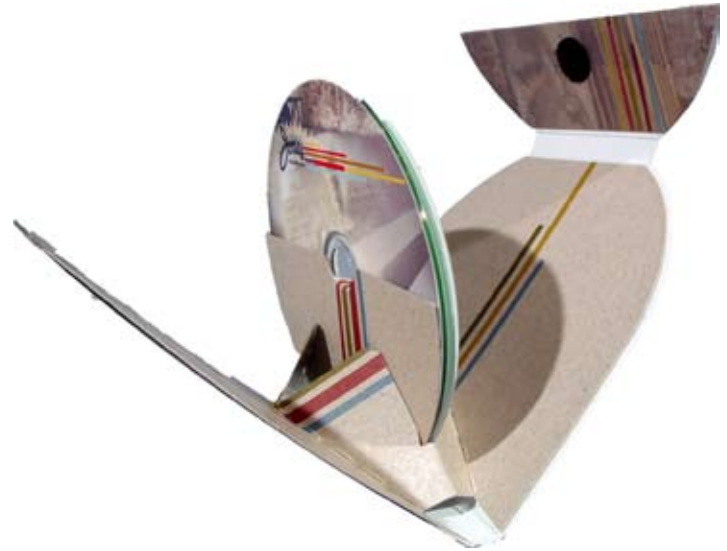
**Customer:** Jones Packaging

**The customer's objectives:**

We wanted to design an innovative CD holder that replaced a non-renewable plastic package with a renewable board package. Graphics had to convey sustainability and show it in context with the entire supply chain. The structure had to hold the CD in place, yet encourage the user to take the CD out and play it.

**The converter's strategy:**

We chose Green Choice 100 and printed on the inside of the board to demonstrate how inviting a "raw" package look could be. Green Choice 100 is carbon neutral and uses Environmental Defense's impact calculator, all of which we printed on the package.



## Self-Promotions

**Entry:** 2008 Calendar

**PPC Member:** Diamond Packaging, Rochester, N.Y.

**Customer:** Diamond Packaging

**The customer's objectives:**

Diamond Packaging continues an annual tradition of producing a corporate calendar, a popular promotional item given to customers and suppliers. We set out to create a promotional piece that illustrated many of our internal capabilities.

**The converter's strategy:**

We were able to minimize paperboard and energy use, yet still retain the popular three-month design. We eliminated a backer panel by printing one of the months on an insert, which is placed in the three-dimensional header. The paperboard header was glued and erected, adding dimension to the structure. The two-panel calendar is designed to be easy to fold and store in a compact shipper. We reduced the overall calendar weight, which offered the most significant opportunity to conserve raw materials and energy, reduce greenhouse gases and minimize discards.

# Gold Awards



## Toys & Recreational Products

**Entry:** Mashoonga

**PPC Member:** Kramer Carton Company, Sacramento, Calif.

**Customer:** Revel King

**The customer's objectives:**

The challenge in this new product introduction was to create a low-cost package that was easy to assemble and could eliminate a much larger package to hold and enclose the product. The original litho-laminated E-flute carton was considered too expensive. The customer wanted to reduce it significantly for environmental reasons and cost savings.

**The converter's strategy:**

We designed a significantly smaller package utilizing .028 SUS that was sturdy enough to hold the product, allowed high-end graphics, eliminated over 75% of the packaging materials and reduced cost dramatically. Since the customer ultimately wanted the product exposed so the consumer could touch and feel it, the package performed well and did not infringe on these objectives.



## Toys & Recreational Products

**Entry:** Topps Triple Threads

**PPC Member:** Curtis Packaging, Sandy Hook, Conn.

**Customer:** The Topps Company, Inc.

**The customer's objectives:**

The Topps Company wanted to create a nontraditional package for their Triple Threads cards family line to enhance the brand and create shelf differentiation.

**The converter's strategy:**

The carton was manufactured using .018 SBS. This material allowed us to effectively create the desired design without compromising the product. The Topps Triple Threads family line displays a very tight and well-achieved die-cut and embossing, which simulate different faux sports-related textures. The cartons were shipped and stored flat, which minimized cost and warehouse space. The uniqueness of the package helped to create a good impact and enhance the merchandising strategy of the product. The embossed image attracted people to touch the package and purchase the product.



65 Years of EXCELLENCE

# Gold Awards

## Toys & Recreational Products

**Entry:** Bridgestone Golf e6+

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

**Customer:** Bridgestone Golf Inc.

**The customer's objectives:**

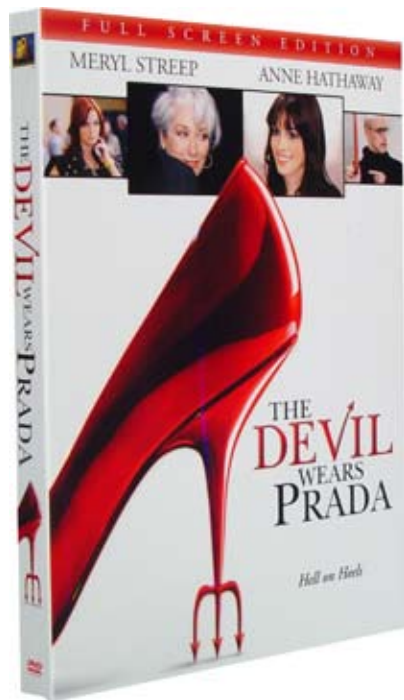
The customer wanted to introduce its new, innovative e6+ golf ball to the market in a package that would enable it to stand out on in retail stores. The challenge was to develop a package using the traditional footprint for a dozen-ball set yet set it apart from the many competitors in the marketplace using the same footprint with holographic foil graphics.

**The converter's strategy:**

The package consisted of an outer sleeve, base and four cartons that held three golf balls each. We had been testing a new technology called "cast & cure" that produced the effect the customer was seeking. It was a matter of testing the effects of this technology in a rotogravure environment. The most unique part of the converting process for this package was the in-line application of the cast & cure "embossing" effect. Standard die-cutting, gluing and finishing completed the package.



# Innovation Gold Awards



## Materials/Process Applications

**Entry:** The Devil Wears Prada DVD O-Sleeve

**PPC Member:** Great Western Industries, Dallas, Texas

**Customer:** Graphic Press

### The customer's objectives:

The customer wanted the shoe on the front to look like patent leather, but did not want to use holographic foil.

### The converter's strategy:

Instead of holographic foil, we used HoloEmboss. The Holographic effect added to the shoe complemented the theme of the movie and helped the buyers connect with it in the retail environment. Because there is no holographic foil on this package, it is recyclable. The main element that makes this package different from the rest is the HoloEmboss. The hologram is on top of the printing as opposed to underneath it, giving it a subtle and unique appearance.

## Structural

**Entry:** Evolution2™ Set Box Replacement Package

**PPC Member:** MeadWestvaco Health & Beauty Packaging, Glen Allen, Va.

**Customer:** MeadWestvaco Health & Beauty Packaging

### The customer's objectives:

Patent-pending Evolution2™ was designed for our cosmetic and fragrance customers who use set boxes but desire cost savings and additional supply-chain efficiencies. Our challenge was to develop a structure that would have the premium feel of a set box but would ship flat and set up efficiently.

### The converter's strategy:

Evolution2 is a hybrid packaging product that provides the prestige look and feel of a rigid set box but at a significantly reduced cost. The printed component of this package is made from a scored and die-cut SBS blank. Since the Evolution2 facing substrate is high-quality SBS, it is available with all the high-quality printing and decoration options available in a premium folding carton. The smooth printing surface of the SBS delivers superior graphic reproduction. We designed proprietary manufacturing equipment that allows precision assembly of Evolution2's printed, scored SBS blanks to scored chipboard stiffeners to produce a strong, square structure with clean, straight lines.



65 Years of EXCELLENCE

# Excellence Awards

## Bakery & Snack Foods

**Entry:** Frito-Lay 3-Count Z-Flute Bag-in-Box Club Pack  
**PPC Member:** Graphic Packaging International, Inc.  
**Customer:** Frito-Lay



## Bakery & Snack Foods

**Entry:** Golden Walnut Shortbread Cookie  
**PPC Member:** Jones Packaging, London, Ontario  
**Customer:** Golden Walnut

## Bakery & Snack Foods

**Entry:** Great Spirits Mini Bundt Cake  
**PPC Member:** Curtis Packaging, Sandy Hook, Conn.  
**Customer:** Great Spirits



## Bakery & Snack Foods

**Entry:** Rocky Mountain Popcorn Not-A-Tin  
**PPC Member:** All Packaging Company, Aurora, Colo.  
**Customer:** Rocky Mountain Popcorn Co.

# Excellence Awards



## Beverages

**Entry:** Jack Daniel's 375mL, 750mL & 75mL Gift Cartons

**PPC Member:** TPC Printing & Packaging, Chattanooga, Tenn.

**Customer:** Jack Daniel Distillery

## Beverages

**Entry:** Miller Lite Lens Hologram

**PPC Member:** Graphic Packaging International, Inc., Marietta, Ga.

**Customer:** Miller Brewing Company



## Candy & Confections

**Entry:** Go Girl Project

**PPC Member:** MOD-PAC Corporation, Buffalo, N.Y.

**Customer:** The Hershey Company

## Candy & Confections

**Entry:** Home Entertaining Collection 2007

**PPC Member:** Diamond Packaging, Rochester, N.Y.

**Customer:** Godiva Chocolatier, Inc.



65 Years of EXCELLENCE

# Excellence Awards

## Candy & Confections

**Entry:** IsaDelight

**PPC Member:** Kramer Carton Company, Sacramento, Calif.

**Customer:** Isagenix International



## Candy & Confections

**Entry:** Kit Kat Chunky Christmas

**PPC Member:** Jones Packaging, London, Ontario

**Customer:** Nestle Canada Ltd.

## Candy & Confections

**Entry:** Scharffen Berger Tasting Squares Project

**PPC Member:** MOD-PAC Corporation, Buffalo, N.Y.

**Customer:** Artisans Confections



## Combination Materials

**Entry:** Fraiche Bath Swizzlers

**PPC Member:** Great Western Industries, Dallas, Texas

**Customer:** Fraiche

# Excellence Awards



## Combination Materials

**Entry:** GE Energy Smart™ Compact Fluorescent Light Bulbs SustainPak™ Packaging Line for Sam's Club

**PPC Member:** CardPak, Inc., Solon, Ohio

**Customer:** General Electric



## Combination Materials

**Entry:** Innovative Textiles EZ Spool

**PPC Member:** Great Western Industries, Dallas, Texas

**Customer:** Innovative Textiles

## Combination Materials

**Entry:** Oil of Olay Cosmetics ClubPak™ Packaging Line for Costco

**PPC Member:** CardPak, Inc., Solon, Ohio

**Customer:** Procter & Gamble Inc.



## Combination Materials

**Entry:** Pegasys® Self Injection Demonstration Kit

**PPC Member:** F. M. Howell & Company, Elmira, N.Y.

**Customer:** Roche Laboratories

65 Years of EXCELLENCE

# Excellence Awards

## Computer/Multimedia Products

**Entry:** Eureka Season One DVD Package

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

**Customer:** NBC Universal



## Computer/Multimedia Products

**Entry:** Futurama Bender's Big Score

**PPC Member:** Bert-Co, Cerritos, Calif.

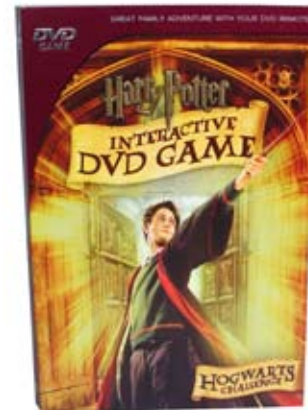
**Customer:** 20th Century Fox

## Computer/Multimedia Products

**Entry:** Harry Potter Hogwarts Challenge

**PPC Member:** Bert-Co, Cerritos, Calif.

**Customer:** Warner Brothers



## Computer/Multimedia Products

**Entry:** Revue

**PPC Member:** Bert-Co, Cerritos, Calif.

**Customer:** Smith-Micro



# Excellence Awards



## Cosmetics

**Entry:** Always Wipes-to-Go

**PPC Member:** Cascades Boxboard Group, Cobourg, Ontario

**Customer:** Procter & Gamble Inc.



## Cosmetics

**Entry:** Borba Clarifying Discovery System

**PPC Member:** Bert-Co, Cerritos, Calif.

**Customer:** Borba LLC

## Cosmetics

**Entry:** DKNY Delicious Night

**PPC Member:** Curtis Packaging, Sandy Hook, Conn.

**Customer:** Estée Lauder



## Cosmetics

**Entry:** Nautica My Voyage For Her

**PPC Member:** Diamond Packaging, Rochester, N.Y.

**Customer:** Coty Inc.

65 Years of EXCELLENCE

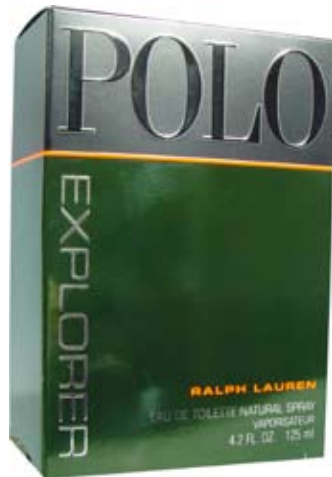
# Excellence Awards

## Cosmetics

**Entry:** Patricia Wexler M.D. Dermatology Skin Brightening

**PPC Member:** Great Western Industries, Dallas, Texas

**Customer:** Beauty Avenues



## Cosmetics

**Entry:** Polo Explorer Eau Toilette Natural Spray

**PPC Member:** MeadWestvaco Health & Beauty Packaging, Glen Allen, Va.

**Customer:** L'Oreal Ralph Lauren Fragrances

## Cosmetics

**Entry:** Sarah Jessica Parker's Covet

**PPC Member:** Curtis Packaging, Sandy Hook, Conn.

**Customer:** Coty, Inc.



## Dry Foods

**Entry:** Vita Splash

**PPC Member:** Menasha Packaging Company, Neenah, Wis.

**Customer:** Sturm Foods

# Excellence Awards



## Food & Beverage, Candy

**Entry:** Brix Chocolate for Wine Lovers

**PPC Member:** Utah Paper Box Company, Salt Lake City, Utah

**Customer:** Brix Chocolate



## Food Carry-Out

**Entry:** Quiznos Catering Carton

**PPC Member:** Southern Champion Tray LP, Chattanooga, Tenn.

**Customer:** Quiznos

## Hardware & Automotive Products

**Entry:** Qualcast Valve Lifters

**PPC Member:** Southern Champion Tray LP, Chattanooga, Tenn.

**Customer:** Qualcast



## Health & Beauty Aids

**Entry:** Revlon Colorist Expert Color and Glaze System

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

**Customer:** Revlon Inc.

65 Years of EXCELLENCE

# Excellence Awards

## Housewares & Appliances

**Entry:** CorningWare French White

**PPC Member:** F. M. Howell & Company, Elmira, N.Y.

**Customer:** World Kitchen, Inc.



## International

**Entry:** Air Transat Pizza

**PPC Member:** Cascades Boxboard Group, Coburg, Ontario

**Customer:** McCain Foods Canada

## International

**Entry:** Slimfast

**PPC Member:** Cascades Boxboard Group, Mississauga, Ontario

**Customer:** Unilever Canada



## Lifestyles

**Entry:** My Customized Starbucks Card

**PPC Member:** Utah Paper Box Company, Salt Lake City, Utah

**Customer:** Starbucks

## Personal Care & Accessories

**Entry:** Always Pantliners Thin Tray

**PPC Member:** Cascades Boxboard Group, Cobourg, Ontario

**Customer:** Procter & Gamble Inc.



# Excellence Awards



## Personal Care & Accessories

**Entry:** Listerine Whitening Strips

**PPC Member:** Jones Packaging, London, Ontario

**Customer:** Pfizer Consumer Health Care



## Pet Products & Supplies

**Entry:** Bio Spot® Spot On® Flea & Tick Control for Dogs

**PPC Member:** MeadWestvaco Health & Beauty Packaging, Atlanta, Ga.

**Customer:** Central Life Sciences, Farnam Pet Products

## Pet Products & Supplies

**Entry:** The Comfy Cone

**PPC Member:** Bert-Co, Cerritos, Calif.

**Customer:** Imagine That Design



## Pharmaceutical & Healthcare

**Entry:** Altanax

**PPC Member:** Jones Packaging, London, Ontario

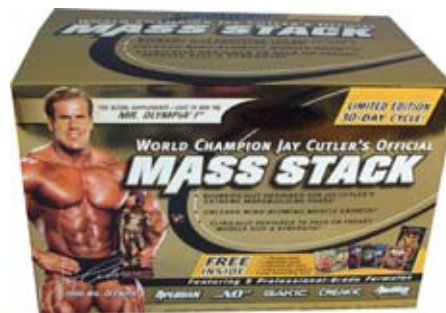
**Customer:** GlaxoSmithKline

## Pharmaceutical & Healthcare

**Entry:** Jay Cutler's Official Mass Stack

**PPC Member:** Color-Box, Harrington, Del.

**Customer:** Iovate Health Sciences, Inc.



65 Years of EXCELLENCE

# Excellence Awards

## Pharmaceutical & Healthcare

**Entry:** Meso-Tech Powder

**PPC Member:** Color-Box, Harrington, Del.

**Customer:** Iovate Health Sciences, Inc.



## Promotional Packaging & Specialty Items

**Entry:** Goody's® Cool Orange Sampler

**PPC Member:** MeadWestvaco Health & Beauty Packaging, Glen Allen, Va.

**Customer:** GlaxoSmithKline

## Promotional Packaging & Specialty Items

**Entry:** Pegasys® Self Injection Demonstration Kit

**PPC Member:** F. M. Howell & Company, Elmira, N.Y.

**Customer:** Roche Laboratories



## Refrigerated & Frozen Foods

**Entry:** Patrick David Souffles

**PPC Member:** Kramer Carton Company, Sacramento, Calif.

**Customer:** Patrick David's Fine Foods

# Excellence Awards



## Refrigerated & Frozen Foods

**Entry:** Saag's Natural Sausages

**PPC Member:** Kramer Carton Company, Sacramento, Calif.

**Customer:** Saag's Sausage



## Refrigerated & Frozen Foods

**Entry:** Stop Light Salsa

**PPC Member:** Dixie Printing & Packaging, Glen Burnie, Md.

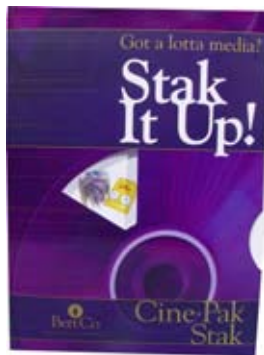
**Customer:** East Coast Fresh Cuts

## Self-Promotions

**Entry:** Auto Bottom Pillow Pack

**PPC Member:** Diamond Packaging, Rochester, N.Y.

**Customer:** Diamond Packaging



## Self-Promotions

**Entry:** Stak It Up: Cline-Pak Stak

**PPC Member:** Bert-Co, Cerritos, Calif.

**Customer:** Bert-Co

## Set-Up Boxes

**Entry:** Tommy Bahama

**PPC Member:** Utah Paper Box Company, Salt Lake City, Utah

**Customer:** Tommy Bahama



65 Years of EXCELLENCE

# Innovation Excellence Awards

## Materials/Process Applications

**Entry:** Eureka Season One DVD Package

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

**Customer:** NBC Universal



## Materials/Process Applications

**Entry:** Always Wipes-to-Go

**PPC Member:** Cascades Boxboard Group, Cobourg, Ontario

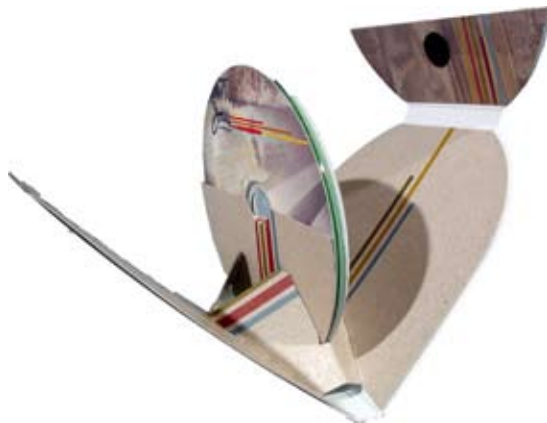
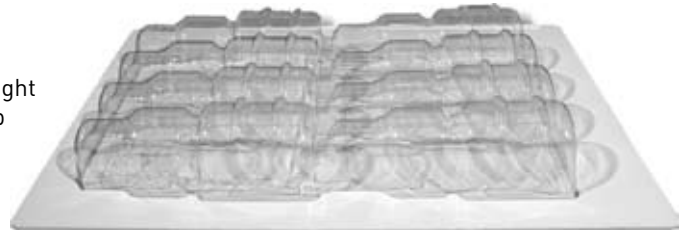
**Customer:** Procter & Gamble Inc.

## Materials/Process Applications

**Entry:** GE Energy Smart™ Compact Fluorescent Light Bulbs SustainPak™ Packaging Line for Sam's Club

**PPC Member:** CardPak, Inc., Solon, Ohio

**Customer:** General Electric



## Materials/Process Applications

**Entry:** Sustainable Jewel Case

**PPC Member:** Jones Packaging, London, Ontario

**Customer:** Jones Packaging

# Innovation Excellence Awards



## Structural

**Entry:** Altabax

**PPC Member:** Jones Packaging, London, Ontario

**Customer:** GlaxoSmithKline

## Structural

**Entry:** Auto Bottom Pillow Pack

**PPC Member:** Diamond Packaging, Rochester, N.Y.

**Customer:** Diamond Packaging



## Structural

**Entry:** Bridgestone Golf e6+

**PPC Member:** Shorewood Packaging, A business of International Paper, New York, N.Y.

**Customer:** Bridgestone Golf Inc.

## Structural

**Entry:** Listerine Whitening Strips

**PPC Member:** Jones Packaging, London, Ontario

**Customer:** Pfizer Consumer Health Care



## Structural

**Entry:** Qualcast Valve Lifters

**PPC Member:** Southern Champion Tray LP, Chattanooga, Tenn.

**Customer:** Qualcast

65 Years of EXCELLENCE



# 2008 National Paperboard Packaging Competition Entrants

Thank to the following companies for their support and participation in the 2008 National Paperboard Packaging Competition.

**All Packaging Company**

Aurora, Colo.

**Bert-Co**

Los Angeles, Calif.

**CardPak, Inc.**

Solon, Ohio

**Cascades Boxboard Group**

Coburg, Ontario  
Hebron, Ky.  
Mississauga, Ontario  
Montreal, Quebec

**Climax Manufacturing**

Lowville, N.Y.

**Color-Box**

Harrington, Del.

**Copac Inc.**

Spartanburg, S.C.

**Curtis Packaging**

Sandy Hook, Conn.

**Diamond Packaging**

Rochester, N.Y.

**Dixie Printing & Packaging**

Gel Burnie, Md.

**F.M. Howell & Company**

Elmira, N.Y.

**Graphic Packaging International**

Marietta, Ga.

**Great Western Industries**

Dallas, Texas

**Green Bay Packaging**

Green Bay, Wis.

**Indiana Carton**

Bremen, Ind.

**Jones Packaging**

London, Ontario

**Kramer Carton Company**

Sacramento, Calif.

**MeadWestvaco Health and Beauty**

Glen Allen, Va.

**Menasha Packaging Company**

Neenah, Wis.

**MOD-PAK Corporation**

Buffalo, N.Y.

**Rose City Printing & Packaging**

Portland, Ore.

**Shorewood Packaging**

New York, N.Y.

**Southern Champion Tray**

Chattanooga, Tenn.

**Thoro Packaging**

Corona, Calif.

**TPC Printing & Packaging**

Chattanooga, Tenn.

**Utah Paper Box Company**

Salt Lake City, Utah

## Who We Are, What We Do

The Paperboard Packaging Council was formed in 1967 as a merger between the Folding Paper Box Association of America (founded in 1933) and the Institute of Better Packaging (founded in 1929).

PPC is the leading trade association serving converters and suppliers of all forms of paperboard packaging, including folding cartons, rigid boxes, paper cylinders and laminated small-flute containers.

PPC's mission is to grow, promote and protect the paperboard packaging industry and provide tools for members to compete effectively in the marketplace.

The association carries out its mission by scanning the business environment for trends, facilitating the role of

leadership in setting an agenda, developing strategies, planning programs in response to member needs, building capacity through alliances and measuring the effectiveness of overall results.

PPC responds to emerging challenges of the paperboard packaging industry: market pressures in growth and profitability from alternative packaging and new dynamics of supply.

The association invests resources to develop market proposals for paperboard packaging and enhances competitiveness of the industry.

For more information about the Paperboard Packaging Council, please visit our website, [www.ppcnet.org](http://www.ppcnet.org).



# Associate Member Sponsors

The Paperboard Packaging Council recognizes the following Associate Members for their sponsorship of the 2008 National Paperboard Packaging Competition Awards Booklet:

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Vice President  
Corporate Accounts



# History of National Paperboard Packaging Competition President's Award Winners



1984 Champion International Corporation



1985 Champion International Corporation



1986 Container Corporation of America



1987 Rand-Whitney Packaging Corporation



1988 Rand-Whitney Robertson Corporation



1989 Rand-Whitney Packaging Corporation



1990 Ivy Hill Packaging



1991 Ivy Hill Packaging



1992 Somerville Packaging Corporation



1993 Rand-Whitney Packaging Corporation



1994 Ivy Hill Corporation



1995 Rand-Whitney Packaging Corporation



1996 Ivy Hill Packaging/WEA Media Services



1997 Inland Rand-Whitney Packaging



1998 Rock-Tenn Company



1999 Tenneco Packaging



2000 F.M. Howell & Company



2000 Somerville Packaging



2001 Inland Consumer Packaging



2002 Mead Packaging



2003 MeadWestvaco Packaging System



2004 Smurfit-Stone Container Corporation



2005 MeadWestvaco Packaging Systems



2006 Smurfit-Stone Container Corporation



2007 Jones Packaging

## 2008 Winner



All Packaging Company