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[Consumer Board](#)
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[Neocart, GC2](#)



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[Printocart, GC1](#)
[Tambrite, GC2](#)
[Tamwhite, GC1](#)
[Triplex Blanco, GT1](#)
[Triplex Gris, GD2](#)
[Triplex Madera, GT2](#)

What does it take to be selected as Carton of the Year 2007? The jury of the Pro Carton / ECMA Carton Awards package design competition certainly knew the criteria, but we asked the winners themselves to find out how they made it.

The winner of ECMA Carton of the Year 2007 is Aug. Heinrigs Druck + Verpackung, a German company with 175 years of experience of manufacturing sophisticated folded boxes. The prize was awarded for a chocolate package manufactured for CCC Coniserie Coppeneur et Compagnon. The box clearly reflects the company's ambitious approach to branding and using packaging as a marketing tool. Without that attitude, such an innovative package would not exist. The material used for the carton is Stora Enso Tamwhite board.

“The carton is designed to surprise the person who opens it. Two ends of the box slide apart and reveal the chocolates. The opened carton turns into a small display table giving an impression of a Japanese tea ceremony. Initially, we had just a small prototype of the function, and the final, sophisticated design was developed in close cooperation between Coppeneur and us,” says Hans-Günther Heinrigs, General Manager, Aug. Heinrigs.

Premium chocolate market is growing

Coppeneur has produced high-end chocolates for fifteen years, both for other brand owners and in recent years, also under its own gourmet brand. The company uses exclusively natural raw materials and finest ingredients, starting its chocolate production from cocoa beans, which is very unusual among small and medium-sized chocolate producers in Europe.

“The market for premium chocolates has been very good in the past two years, which has helped us establish Coppeneur as a leading chocolate brand for gourmets. We work in close cooperation with specialist retailers, who are very important



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partners for us. They must be fully convinced and enthusiastic about our chocolates as, ultimately, they sell the products to consumers,” says Georg Bernardini, one of the company owners.

Uplifting product image

The Collection Coppeneur box connects minimalist, matt-black graphics with the surprising functionality and richness of chocolate artistry inside. The collection was relaunched on the market last year with the new package, and this year the range is being expanded with the launch of a new liqueur chocolate assortment. “Thanks to the new package design, we can quickly change the content in production. This functionality is perfectly combined with the impressive display of the chocolates,” says Mr Bernardini.

Taint and odour neutrality was the primary quality requirement for the board material, together with a smooth surface for elaborate printing and the stiffness needed for the table function. The Tamwhite folding boxboard offered the right combination of board properties to support the desired product image: Purity, smoothness and elegance.

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