

Pro Carton/ECMA Carton Award



Official name of entry | UniqueSlim Slide Box

Carton producer | **Intergrafipak B.V.**
 Brand Owner | **Vemedi B.V.**
 Structural Designer | **Intergrafipak B.V.**
 Graphic Designer | **Vemedi B.V.**
 Cartonboard manufacturer | **Iggesund Paperboard**
 Cartonboard grade | **Invercote G 350 g**

**Cartons: unique on the Internet**

Originally the idea for the Unique Slim product originated in the marketing department of Vemedi in early 2010. Right from the beginning, the core idea was to realise delivery by mail for a unique slimming concept, selling exclusively via the Internet (www.uniqueslim.nl) and supported by advertising campaigns to the target groups. The development of ingredients and the final product took some time, till the end of 2010. From then on, the packaging concept was developed further based on a sliding box system which contained the different blistered products and a patient information brochure. In this context, cartonboard clearly seemed to be the most appropriate packaging material due to its excellent printing properties, the cost element in view of anticipated volumes, its clean look, and the strength required for postal handling. During the first quarter of 2011 Vemedi finished the graphic design and Intergrafipak completed the design of the slide box with four cartons in slightly different sizes and the brochure. The result is an unusual way of opening packaging in this segment, and represents a unique, customer-specific association for different medications. The success of the new product starts with a positive surprise in the mail box. The product was presented successfully in May 2011 at a trade exhibition for female magazines.

Jury Comments:

An effective use of a slide opening carton in the pharmaceutical sector which the judges felt both protected and displayed the contents effectively. Inside a cartonboard fitment allowed four separate boxes, each of which was numbered for easy identification, to be held and displayed along with the instruction booklet again in a separate compartment. The Judges felt that this carton was a perfect example of functionality allied to easy opening. They also felt that the graphic design was effective and attractive and the opening of the carton was intuitive and simple.

All photos, text and Pdf for download in English, German, French, Italian and Spanish on www.procarton.com



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