



Press release

Berlin / Nuremberg, 28 September 2015

Inspiring innovations: German Packaging Award winners in 2015.

The 27 best solutions from six categories, as well as two special awards, were the focus of the award-winners gala on the eve of the FachPack. The wide variety of innovations across all industries and materials shows the innovative power within the packaging industry.

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On 28 September in Nuremberg, Germany, under the auspices of the Federal Ministry for Economic Affairs and Energy, the German Packaging Institute (dvi) celebrated the most innovative developments in packaging in 2015 with over 200 guests from the packaging industry. Sales packaging, transport and logistics packaging, packaging machines, displays and labels can be found among the winners. In addition to the 27 winners there are also 2 other special award-winners whose submissions also were especially appreciated in this year's competition.

The innovative strength of the packaging industry

For Burkhard Lingenberg, Member of the Board of the dvi and person in charge of the German Packaging Award, the independent jury with their experts from trade associations, companies, journalists, research and teaching managed the complicated task very well. "Almost 200 high-quality submissions from a wide variety of industries and applications made the work of our jury very exciting and at the same time very demanding. Once again the German Packaging Award fully earns its reputation as a showcase competition. It is fascinating to see with how much creativity, inventiveness and technical expertise the packaging industry is constantly innovating.

Gala of innovations

On the eve of the FachPack trade fair, the award ceremony offered all its guests a special packaging industry meet-up. Regally and with humour, the singer and TV host Kathie Kleff presented first the illustrious circle of the 53 innovations nominated for the packaging award. "A nomination for the German Packaging Award is already a real award and a sign of excellent work, exciting innovation and often unique solutions!" stressed Burkhard Lingenberg. The 27 winners awarded from the circle of nominees were presented in succession with cup, seal and certificate to the great applause of those present. "Our winners have shown us new techniques and clever ideas for more flexibility and efficiency, good recyclable solutions for transport and e-commerce, more convenience for consumers and users alike, significant progress in the area of health and safety, surprising and elegant effects for POS, reduced complexity for more sustainability, new packaging forms and consumer appeal, certified

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materials that do not compete with food as well as refined procedures which opening up new markets.”

Special mentions

Two submissions were awarded with a special prize "breaking the mould in a most welcome way and showing by example how great the force field of packaging actually is", says Burkhard Lingenberg. "On the one hand, there is the Carus LED lamp – an alternative light bulb –adapted for use at home using packaging expertise and electronics in a unique and very sustainable way.”

And on the other hand there is the submission by grandpa Viktor and Sofie. "Here, the music teacher Viktor Moor together with his granddaughter Sofie submitted packaging that had been further developed and improved. They have both have been addressing the packaging issue with creativity and craftsmanship for years and have built convenient everyday solutions for packaging and dosage of chocolate balls, metal nuts, right through to pharmaceutical tablets.“

All award-winners online and at FachPack

The dvi presents nominees and winners complete with product image and rating of the jury on their website packagingaward.de. Visitors can also choose their favourites and share them in social networks. At FachPack stand 458 in Hall 6 the dvi displays the packaging innovations of this year's competition in a special exhibition. In addition, the trends and highlights of the German Packaging Award will be presented at PackBox. The Managing Director of the dvi, Winfried Batzke, is moderating the event on Wednesday, 30th September; 13:30 14:00 in Hall 4, stand 360.

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Accompanying this press release and for your convenience is a document briefly describing all the award winners, as well as the 2 special mentions.

Download of the product pictures at www.verpackungspreis.de/preistraeger.html (from 28.09.; 18:00).

A taste of the gala available at: www.verpackungspreis.de/dvp-impressionen-2015.html (from 30.09.)

All pictures free to use when in relation to the German Packaging Award.

For urgent image requests or further information please do not hesitate to contact me.

About the German Packaging Award

The German Packaging Award is an international industry and material-spanning award. It is held under the auspices of the Federal Ministry for Economic Affairs and Energy. With this award, the German Packaging Institute (dvi) annually awards innovative and creative packaging ideas from seemingly small but groundbreaking details right up to fundamental innovations. The German Packaging Award is

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**GERMAN
PACKAGING
AWARD 2015**

directed at designers, developers, manufacturers and users of packaging and packaging machines as well as the creative young talent within the industry. Winners of the Packaging Award are nominated simultaneously for the WorldStar of the World Packaging Organisation (WPO).

www.packagingaward.de

About the German Packaging Institute

The German Packaging Institute (dvi) is the only network within the packaging industry which unites members from all levels of the value chain. From this environment, the network takes on important ideas, also providing its own impetus in return. The dvi consists of numerous initiatives. In addition to the German Packaging Award, there is the German Packaging Congress, Dresden Packaging Conference, the Packaging Academy and PackVision. For more information, visit www.verpackung.org.

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