

GERMAN  
PACKAGING  
AWARD





## GERMAN PACKAGING AWARD

### General competition information

#### PROFILE

The well-established international German Packaging Award showcases inventions and new developments to the public and promotes innovations in a range of categories. Companies, institutions and individuals from home and abroad are invited to take part in this competition. Winners are celebrated at an awards ceremony and presented with a certificate and trophy. The “Winner” seal can be used to advertise worldwide.

#### ORGANIZER

The competition is organised by the German Packaging Institute. The competition languages are German and English.

#### TARGET GROUP

The German Packaging Award is aimed at national and international participants from the packaging and consumer goods industries. Designers, developers, manufacturers and users of packaging materials, packaging, individual, group and display packaging take part. The “Machine Technology” category is aimed at manufacturers of packaging machines and technical modules for the production of packaging. Special packaging solutions from students, trainees and school pupils are honoured in the “Young Talent” category.

#### COSTS

Standard participants pay €500 for each submission (plus VAT). Participation in the Young Talent category is free for pupils, trainees and students.

#### DEADLINES 2026

##### **March 3 to May 23, 2026**

The submission phase begins in March and ends on May 23, 2026.

Submissions should be made to [www.verpackungspreis.de](http://www.verpackungspreis.de) with names, descriptions, photos, sketches, etc.

Samples must be submitted to the jury by June 25, 2025. The address and a reference number to be used will be communicated with the confirmation of participation and invoice.

##### **July 1st and 2nd, 2026**

Jury session

##### **July 30, 2026**

Announcement of the winners

**The date and location of the award ceremony have not yet been determined.**



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## Categories & criteria

The submissions in each category will be evaluated by the jury according to fixed criteria.

### 1. Design

- » Brand fit
- » Uniqueness
- » Quality
- » Environmental compatibility
- » Consistency
- » Clever/smart

### 2. Functionality & Convenience

- » Handling
- » Construction
- » Useability
- » Product protection
- » Anti-counterfeiting
- » Theft protection
- » Child safety
- » Migration protection
- » Added value

### 3. Product Presentation

- » Display and/or promotion effect
- » Sales promotion/ purchase incentive
- » Identification & information
- » Independence/differentiation
- » Brand/category congruence
- » Construction/handling
- » Emotionality

### 4. Cost Effectiveness

- » Process optimisation
- » Packaging material, packaging material savings
- » Minimisation of logistics and distribution costs
- » Reduction of packaging and/or disposal costs



## 5. Sustainability

- » Recyclability/Design for Recycling
- » Ecological advantages
- » Material selection and use
- » Reusability
- » Use and conservation of resources

Sustainability subcategories

**What is the focus of the submission in the area of sustainability?**

- a) Material reduction
- b) Material substitution
- c) Use of recycled material
- d) Recyclability
- e) Bioplastics and renewable raw materials
- f) Reusable, refill and deposit systems
- g) Energy savings
- h) Overall sustainability concept (if at least three of the above points are fulfilled)

## 6. Logistics & Material Flow

- » Transport characteristics
- » Material selection
- » System optimisation
- » Handling
- » Construction
- » Product protection
- » Effect in supply chain

## 7. New Material

- » Material substitution
- » Improved packaging properties
- » Ecological advantage
- » Technical innovation
- » Implementation in new sectors
- » Economic benefits



## **8. Digitalisation**

- » Automation solutions (components, processes)
- » Digital printing
- » Physical tools  
(sensors, digital markers, mobile robotics, drones, smart containers, etc.)
- » Virtual tools  
(supply chain event management, predictive analytics, e-management, etc.)
- » Hybrid tools (chatbots, matching platforms, etc.)

## **9. Packaging Machines (engineering, technology, software)**

- » Level of innovation
- » Complexity
- » Economic efficiency
- » Environmental sustainability (Resource utilisation/conservation/protection, sealing/improving material and energy cycles)
- » Safety for the operator, product and environment (including hygienic design/safe cleaning and disinfection)
- » Improvements in information networking, control, regulation, machine and process monitoring
- » Ease of use/ergonomics
- » Quality of the submitted documentation (comprehensibility, completeness in the sense of putting over an overall impression with sufficient detail, potential to inspire, ...)

## **10. Young Talent (packaging ideas by school pupils, trainees, students)**

- » Creativity/originality
- » Fulfilment of the task
- » Functionality
- » Sustainability



#### ORGANISER AND HOST

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#### IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT

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