

## GERMAN PACKAGING AWARD Categories & Criteria

Each category will be judged and evaluated by the jury according to specific criteria.

### 1. Design & processing

- Design
- Graphic design
- Structure, effects, finishing
- Aesthetics/emotionality
- Creativity
- Brand management
- New technologies

### 2. Functionality & convenience

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

### 3. Presentation of goods

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

### 4. Economic efficiency

- 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
- Reusability
- Material savings

Sustainability Subcategories

**What is the submission focussed on?**

- a) Reducing materials
- b) Substituting materials
- c) Using recycled materials
- d) Recyclability
- e) Bio-plastics and renewable raw materials
- f) Reusable, refill and deposit systems
- g) Saving energy
- h) Overall sustainability concept (if at least three of the above points are fulfilled)

## 6. Logistics and 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 a new area
- Economic benefits

#### **8. Digitalization**

- 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.)
- Data management
- AI applications

#### **9. Packaging machines**

- Engineering, technology, software
- More information in the info sheet on **Packaging Machines**

#### **10. Young talent**

- Young talent (packaging ideas by pupils, trainees, students)
- Creativity/originality
- Fulfilment of the task

#### **Tip for registration**

Our jury has excellent knowledge of technical, material and application in products. However, with well over 200 submissions per year, their time is limited. So please get straight to the point when describing your submission! Describe the innovations, qualities and successes of your submission in a compact and concise way, compare any old and new solutions and describe in 50 words why your submission is worthy of an award!