

## Press information

Berlin, 23 July 2025

### **37 winners of the German Packaging Award 2025**

*Over 200 submissions from 15 countries and three continents entered the race for the German Packaging Award 2025 across all materials. After thoroughly scrutinising every one of them, the independent jury of experts honoured 37 outstanding innovations with the coveted award. The German Packaging Institute (dvi), as the organiser of Europe's largest packaging exhibition, congratulates all the winners and presents all the winning innovations on its website. The dvi cordially invites you to attend FACHPACK in Nuremberg on 23 September 2025 for the award ceremony and the announcement of the three Gold Awards.*

The 37 German Packaging Award 2025 winners come from Germany, Iran, Austria, Switzerland and the USA. The dvi also received innovations from China, England, France, Italy, the Netherlands, Sweden, Serbia, Spain, the Czech Republic and Turkey.

#### **Deserving winners in all materials and categories**

The innovations cover the entire range of materials. They use glass, wood, rigid or flexible plastic, metal, paper, cardboard and corrugated cardboard. Looking at the exhibition categories, the jury awarded four innovations for functionality, four for design, a total of 14 in the sustainability segments, one each for the New Material, Packaging Machines (Engineering, Technology, Software) categories and three each for Cost-Effectiveness and Product Presentation. Two ingenious solutions were also awarded in the Young Talent category.

#### **Wide range of first-class solutions**

The winning solutions cover the entire range of packaging services in the B2C and B2B sectors – from product, shipping, transport and outer packaging to strapping, displays and bubble wrap, labels, in-mould labels and machines. They mark significant progress in the diverse aspects of sustainability and circular economy, product protection, convenience, handling, branding and product presentation, aid food and FMCG, construction and spare parts, chemical liquids, solar panels and heat pumps.

“We see forward-looking solutions and new standards in so many areas: closed-loop systems; reusability and refillability; development of innovative sources and applications for recyclate; new bio-based materials; optimal unboxing and intuitive user experiences; mono-material composites and barrier functions; product protection, residual emptying, first-opening protection, single-variety recycling and reusable systems,” reports Dr Natalie Brandenburg, Managing Director of the dvi.

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### **Solutions for people, companies and the environment**

The evidence is clear to Natalie Brandenburg: with over 200 innovations, the companies in our sector are proving once and for all how, despite all the challenges and circumstances, great development work can be done for the benefit of people, companies and the environment. “Our thanks and respect go to all the entrants, whose admirable work has made the award a real and exciting showcase of achievement. A huge thank you and profound appreciation also goes to the experts on our independent jury, who personally examined and discussed all the submissions in a two-day meeting,” said Brandenburg.

### **Award ceremony and Gold Awards**

The dvi, together with its premium partners FACHPACK and IGEPA group as well as its partners Sappi and Mitsubishi Electric, invites all players in the packaging industry to the award ceremony on 23 September 2025 at FACHPACK. “We will present trophies and certificates to the winning innovators on a large stage there. To top this all off, we will also be announcing the three recipients of our exclusive Gold Awards. We also look forward to interesting discussions and new contacts over a celebratory drink to round off the event,” invites Natalie Brandenburg. You need to register to attend the awards ceremony, but attendance is free of charge.

All information about the award ceremony and the 37 packaging award winners for 2025 is available from the dvi on its [verpackungspreis.de](https://www.verpackungspreis.de) and [packagingaward.de](https://www.packagingaward.de) websites.

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### **Image material**

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### **About the German Packaging Award**

The German Packaging Award is an international, cross-industry and cross-material competition. It is awarded in ten categories. With this award, the German Packaging Institute (dvi) annually recognises innovative and creative packaging ideas from seemingly small but groundbreaking details right up to fundamental innovations. The German Packaging Award is directed at designers,

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developers, manufacturers and users of packaging and packaging machines as well as the creative young talent within the industry. Winners of the German Packaging Award are automatically nominated for the WorldStar, hosted by the World Packaging Organisation (WPO).

[www.packagingaward.de](http://www.packagingaward.de)

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### **About the German Packaging Institute**

The German Packaging Institute (dvi) was founded in 1990. It connects people from the entire packaging value chain across all sectors – covering packaging machines, all segments of the packaging and consumer goods industry, as well as trade and brand companies, the circular economy and recycling industry – with the aim of initiating innovative and sustainable approaches. The dvi advocates for topics from the packaging industry across all sectors and materials and does not get involved in ideologically driven discussions. It brings packaging into the public arena, brings objectivity into discussions, which all too often are tarnished by prejudices and false generalities, and informs with facts about the achievements of packaging and its players. The dvi's initiatives include the German Packaging Award, the German Packaging Congress, the Day of Packaging, the Dresden Packaging Conference, the Packaging Academy, the Packaging Strategies Forum, the dvi Student Conference and the PackVision project for young talent.

<http://www.packagingaward.de>

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