

## Press information

Berlin, 11 May 2026

### **The best place for the best solutions**

## **Your big chance to showcase your innovations**

*Europe's largest packaging exhibition invites you to take part: companies, institutions and individuals from home and abroad still have until 5 June 2026 to submit their innovations and best packaging solutions and innovations for the German Packaging Award. The award, organised by the German Packaging Institute (dvi), is decided by an independent jury of experts across all materials and sectors in ten categories. The winning teams will receive a trophy, a certificate, plenty of attention and the acclaim of the industry at the awards ceremony in November 2026.*

The "1st German Packaging Competition" was launched in 1963. Today, the German Packaging Award is Europe's largest and most prestigious showcase for packaging – with entries flooding in from across Europe and beyond. Then as now, the award promotes innovations. It showcases outstanding achievements and the people behind them on the big stage. "The German Packaging Award generates attention and prestige, motivates, rewards and provides compelling, officially endorsed sales and marketing arguments. Reap the rewards of your work now and submit your innovations and best solutions to the German Packaging Award by 5 June 2026," invites Oliver Berndt, Head of Events & Marketing at the dvi.

### **Ten categories to choose from**

There are ten categories in which products or prototypes can be submitted, ranging from Design, Functionality and Convenience, Product Presentation, Cost Effectiveness and Sustainability to Logistics and Material Flow, New Materials, Digitalisation, and Packaging Machines (engineering, technology, software). Products can be submitted in several categories at the same time. Pupils, students and trainees have their own special category.

### **Independent jury and fixed criteria**

The dvi assembles a new and independent jury of experts each year to draw on the expertise and insight of around two dozen experts from industry, research and academia. They scrutinise all entries in person during a two-day meeting. Fixed, category-specific criteria, which are clearly set out on the German Packaging Award website, are used to assess the entries. The dvi will also be introducing the members of the 2026 jury there.

### **Extended submission deadline**

Recognising that many companies have not only a well-stocked innovation pipeline but also an extremely busy schedule in the run-up to this year's Interpack, the dvi is extending the deadline for submissions by a good 10 days this year. This extends the time to register online and enter your new solutions for this major challenge until 5 June 2026.

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### **Gold Awards and the award ceremony**

The winning innovations will be announced on 30 July 2026 and publicly honoured at a gala awards ceremony in November 2026. The jury also has the option to celebrate particularly outstanding solutions from among the winning innovations with a Gold Award.

The dvi provides all the information about participation as well as access to the submission platform on the [verpackungspreis.de](http://verpackungspreis.de) and [packagingaward.de](http://packagingaward.de) websites.

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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 awards innovative and creative packaging ideas from seemingly small but groundbreaking details right up to fundamental innovations. The German Packaging Award is directed at designers, developers, manufacturers and users of packaging and packaging machines as well as 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.

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

# DEUTSCHER VERPACKUNGS PREIS 2026



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