

Press information

Berlin, 4 March 2025

Wanted: the best innovations!

Kick off for the German Packaging Award 2026

The largest European exhibition for packaging cordially invites you to participate: companies, institutions and individuals from home and abroad have until 23 May 2026 to submit their innovations and best solutions 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. At a festive awards ceremony, the winning teams are presented with trophies, certificates, receive widespread attention, as well as the applause of the industry.

“The launch of the PPWR (Packaging and Packaging Waste Regulation) in August 2026 will create specific pressure points for our industry that will act as drivers and accelerators for innovations and new solutions. However, the importance and scope of innovation work goes far beyond merely fulfilling political requirements. Innovations make all the difference. This of course applies to individual companies which use new solutions to gain competitive advantage, create talking points and even unique selling points over the competition. But it equally applies to the economy, society and the environment as a whole. Real progress only comes about through innovation,” says Dr Natalie Brandenburg, Managing Director of the German Packaging Institute (dvi).

Convincing arguments

“The German Packaging Award has been promoting this principle since 1963. It brings the achievements and the people behind them onto the big stage. It attracts attention and reputation, motivates, rewards and provides convincing arguments as well as a visible seal of approval for sales and marketing. Reap the full benefits of your work and present your innovations and best solutions now at the German Packaging Award 2026,” invites Brandenburg.

Ten categories to choose from

There are ten categories to choose from when submitting your products or prototypes, 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 Young Talent category.

Independent jury and fixed criteria

The dvi draws on the expertise and unparalleled knowledge of around two dozen experts from business, research, teaching and the media who make up its independent specialist jury.

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The jury members scrutinise all entries in person during a two-day meeting. Their assessment is based on fixed, category-specific criteria, which the dvi lays out transparently on its German Packaging Award website.

Gold Awards and the award ceremony

The winning innovations will be announced on 30 July 2026 and publicly honoured at an awards ceremony. The jury also has the option to celebrate particularly pioneering solutions from among the winners with a Gold Award. "Along with our partner IGEPA group and our premium partner FACHPACK, we are looking forward to a thrilling competition with lots of great innovations and a special industry event in autumn," says Natalie Brandenburg.

The dvi provides all information about participation and access to the submission platform on its websites verpackungspreis.de and packagingaward.de.

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Visuals

The image material provided is free for use in context of the German Packaging Award 2026.

Source: See file name

All pictures (also in print resolution) for download:

<https://e.pcloud.link/publink/show?code=kZ0bK3Z3cYyKvbcrGQwNlXmLFocAzx8DMOy>

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.verpackungspreis.de

www.packagingaward.de

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

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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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