

## PRESS RELEASE

Deutsches Verpackungsinstitut e. V. (dvi)

Berlin, 2 April 2020



### The big stage for innovations is still there!

***The German Packaging Award is Europe's biggest showcase for excellence in the world of packaging. The competition is open to all materials and is hosted under the patronage of the Federal Ministry of Economic Affairs and Energy. From now until 15 June, businesses, institutions and individuals from home and abroad are invited to submit best solutions online. According to the organizer, the German Packaging Institute (dvi), the event is a golden opportunity for industry players to present their innovations on the big stage, even more so in the current SARS-CoV-2 situation.***

Congresses, conferences, customer events and trade fairs worldwide are falling victim to the coronavirus pandemic. The postponement of interpack until spring 2021 is particularly painful for the packaging industry. Businesses everywhere are being deprived of important platforms for new products and innovations. The German Packaging Award is one exception in the current crisis.

“More than ever, the biggest and most prestigious showcase for excellence in the world of packaging offers companies an ideal platform to promote and market their products”, emphasized dvi Managing Director Winfried Batzke. “They have the innovations. We give them a big stage.”

“Ten competition categories, each with their own transparent criteria, ensure that their ideas are presented in the right setting and under the best possible conditions”, Batzke added. “From Design & Processing through Functionality & Convenience and Cost Effectiveness to Packaging Machines (Engineering, Technology & Software)”.

The Digitization category will be making its debut this year. Innovations and achievements meeting the relevant criteria can thus be placed in the spotlight even more specifically and effectively.

The Sustainability category will be upgraded with a special prize, to be awarded jointly with PEFC, a cooperation partner; just like all other categories, it is open to all materials. The Young Talent category, too, in which packaging concepts can be submitted by school pupils, trainees and students, will be extended with a special prize in collaboration with Premium Partner FachPack.

Innovations and best solutions can be submitted in one or more categories. The deadline for registering is 15 June. An online form on the German Packaging Award website provides step-by-step instructions for participation. Prototype samples must be submitted by 1 July 2020 at the latest. The address for sending these will be notified in good time. The dvi and Premium Partner IGEPA are currently hard at work organizing the two-day jury session to fit in with the time constraints.

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

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### About the German Packaging Award

*The German Packaging Award is an international competition that is open to all industries and materials. It covers ten categories and is organized under the patronage of the Federal Ministry of Economic Affairs and Energy. The award is presented annually by the German Packaging Institute (dvi) in recognition of innovative and creative ideas – from seemingly small but groundbreaking details to fundamentally new concepts. The German Packaging Award is aimed at designers, developers, manufacturers and users of packaging solutions and machines as well as at the industry's creative young minds. Award winners are also entitled to a nomination for the WorldStar hosted by the World Packaging Organisation (WPO). [www.verpackungspreis.de](http://www.verpackungspreis.de) & [www.packagingaward.de](http://www.packagingaward.de)*

### About the dvi

*The German Packaging Institute (dvi) was founded in 1990. With more than 230 member companies at present, the dvi is the packaging industry's only network to bring together businesses at all stages of the value chain. The German Packaging Award, the German Packaging Congress, the Packaging Day, the Dresden Packaging Conference, the Packaging Academy, the Forum Packaging Strategies, the dvi Students' Convention and the PackVision youth project are just some of the initiatives launched by the dvi. The dvi connects stakeholders in the world of packaging through various events and seminars as well as a series of innovation forums and in doing so provides important information and impetus.*