



Nuremberg, 24 September 2025

The Best Innovations of 2025

Three Gold Awards at the German Packaging Award 2025

Centre stage and well-deserved applause for the very best: The German Packaging Institute (dvi) welcomed around 280 industry guests to celebrate the 37 winners of the 2025 German Packaging Award. The highlight of the event, held on the opening day of FACHPACK in Nuremberg, was the announcement of the Gold Awards, with which the jury additionally honoured three particularly groundbreaking innovations at Europe's largest packaging showcase.

A Packed House for Industry Excellence

The Munich Hall at NCC Mitte was buzzing when Peter Ottmann, CEO of NürnbergMesse, welcomed guests to the 2025 German Packaging Award ceremony at FACHPACK. He spoke about the highly innovative packaging used on the International Space Station (ISS). Until now, once used, this packaging has been collected by supply vessels and incinerated upon re-entry into Earth's atmosphere. NASA is now seeking a more sustainable, reusable solution and has offered a prize of 3 million US dollars. "The prize for the German Packaging Award is honour itself. And honour is priceless," said Ottmann, concluding with: "Innovation drives us forward — we see that every year with the German Packaging Award."

37 Winners in the Spotlight

This was demonstrated by the 37 award-winning innovations of 2025. Over 200 submissions from 15 countries across three continents competed across all materials. Following a thorough evaluation, the independent expert jury honoured 37 outstanding innovations from Germany, Iran, Austria, Switzerland, and the USA. Now, the teams from the award-winning companies received their trophies on the main stage from dvi Chairman Thomas Reiner, accompanied by well-deserved applause from the assembled industry.

Top Innovations Take Gold

Once again, the jury honoured particularly pioneering innovations from among the packaging award winners with an additional Gold Award. The eagerly awaited announcement sparked three rounds of jubilant celebrations among the innovators, who were then invited back on stage to receive their Gold Trophy.

Gold for AeroFlexx

The revolutionary liquid packaging from US company AeroFlexx Innovative Liquid Packaging Technology impressed the jury with its innovative blend of functionality and sustainability. Designed for products such as shower gels or sauces, the packaging is made from flexible LDPE and uses significantly less material than comparable bottles, conserving resources and actively contributing to waste reduction. Its unique design provides a stable, resilient structure through an integrated airframe cushioning system, while a self-sealing valve allows complete emptying of contents and ensures maximum convenience for the user. This fully



Nuremberg, 24 September 2025

recyclable packaging was recognised in the Functionality & Convenience category and has now also received the jury's Gold Award.

Gold for DACHSER

Global logistics service provider DACHSER SE, based in Kempten, has received the Gold Award for its DACHSER Retail Box. This innovative reusable system for European general cargo logistics enables the environmentally friendly transport of sensitive or high-value goods as standard shipments through the general cargo network. The lockable reusable container, available in Euro pallet and Euro half-pallet dimensions, features an innovative digital tracking system, can be efficiently used and returned in mixed operations within heterogeneous general cargo logistics, thereby optimising processes in dispatch and at the point of sale. The Retail Box offers a payload of 500kg and loading volume of 1.84 cubic metres, can be secured with a seal, and can be assembled or dismantled in under 50 seconds. When folded, it occupies only 73 per cent of a Euro pallet's footprint, making empty container transport efficient and significantly more sustainable. Following its recognition in the Logistics & Material Flow category, DACHSER now also receives the Gold Award for this innovation.

Gold for Molkerei Gropper

Already in July 2025, the PP monomaterial packaging for ready-to-drink (RTD) coffee from Molkerei Gropper GmbH & Co. KG was recognised by the jury with the Packaging Award in the Sustainability/Recyclability category. Now, the PP cup for RTD coffee also receives the Gold Award. According to the jury, this packaging demonstrates how thoughtful design, material intelligence, and user focus can merge into genuine innovation, setting new standards in sustainable packaging development. At the heart of the solution is a cleverly integrated in-mould label that replaces the conventional aluminium membrane, serves as a tamper-evident feature, remains attached to the lid after opening, and, like the entire cup, is made of pure polypropylene. This design not only enhances the user experience but also enables pure-grade recycling of the complete packaging. The innovation also excels in production: the cup and lid connection is achieved through energy-efficient ultrasonic welding, providing enhanced product security without the use of adhesives.

Wrap-up and Looking Ahead

After the Gold Awards, teams from all winning packaging solutions gathered at the photo wall, capturing this special moment on camera. The ceremony's around 280 guests mingled and exchanged ideas on the latest developments shaping the industry, all while enjoying drinks. As the organiser of the German Packaging Award, the dvi extends its gratitude to its premium partners FACHPACK and igepa GROUP, as well as its partners Sappi and Mitsubishi Electric, for their valuable support of the 2025 award. All award-winning innovations, including images and jury evaluations, are showcased on the dvi website. The submission phase for the next German Packaging Award opens in February 2026.



Nuremberg, 24 September 2025

###

Image material

- Read & See: Product images & evaluation texts for winners and Gold Award winners 2025: <https://www.verpackung.org/events/deutscher-verpackungspreis/auszeichnungen>
- Download: photos of the award ceremony, the Gold Award presentation and product photos of the Gold Award innovations: https://mega.nz/folder/FOMj0LKA#I24bPL_BLRMZW6VWwjUdwg
- Download: images of all winning and gold award-winning innovations: <https://mega.nz/folder/Mb9EiARY#ZPMHdNDYWh9t2GI8A1r5Zg>

The image material provided is free for use in the context of the German Packaging Award 2025.
Source: See file names

Press contact

Christian Nink

www.christiannink.de

T +49 30 60 98 66 75

presse@verpackung.org

Deutsches Verpackungsinstitut e. V.

(German Packaging Institute)

Kunzendorfstraße 19 | D-14165 Berlin

T +49 30 8049858-0 | F +49 30 8049858-18

info@verpackung.org | www.verpackung.org

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, 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

www.packagingaward.de

About the German Packaging Institute



Nuremberg, 24 September 2025

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>