

Press information

Berlin, 7 May 2025

The merry month of innovation

Final dash for the German Packaging Award 2025

Companies, organisations and individuals from Germany and abroad still have until 31 May 2025 to submit their innovations and best solutions to Europe's largest showcase for packaging. The German Packaging Award, organised by the German Packaging Institute (dvi), is decided by an independent jury of experts across all materials and sectors in 10 categories. The festive award ceremony takes place as part of a special industry event on the first day of the FACHPACK trade fair in Nuremberg.

Honour, recognition, arguments. The dvi sees the German Packaging Award as the industry's triple-A rating. Products or prototypes can be submitted for an award in 10 categories, covering all materials and ranging from Design, Functionality & Convenience, Product Presentation, Cost Effectiveness and Sustainability to Logistics & Material Flow, New Material, Digitalisation and Packaging Machines (engineering, technology, software). The same product can even be submitted in several categories at the same time. Pupils, students and trainees have their own special category.

The search is on for the best solutions from the entire value chain, from the seemingly small detail right up to the biggest picture. Each category has fixed criteria, which the dvi publishes on its website. The independent specialist jury consists of experts ranging from designers and engineers to Heads of Packaging functions. They personally review each submission during a two-day jury meeting.

The award ceremony will take place on 23 September 2025 as part of FACHPACK. All the winners will be honoured and recognised there on a big stage and receive a certificate and trophy. The winners of the prestigious Gold Award, which the jury can use to give extra recognition to innovations from among the packaging award winners, will also be announced here. The dvi, together with its partners IGEAP group and Sappi and its premium partner FACHPACK, today invites you to this special industry event.

Submissions are made using an online platform where all information and supporting assertions can be developed as a work-in-progress. The deadline for submissions is 31 May 2025. The dvi offers all the information on participation and access to the submission platform in German and English at verpackungspreis.de and packagingaward.de.

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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 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

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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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