

Berlin, 25/08/2020

**Best innovations of the year selected.**

## **Here are the winners of the German Packaging Award 2020!**

*Curtain up for the winners of the German Packaging Award 2020. The German Packaging Institute e. V. (dvi), the organiser of the largest European packaging exhibition, has announced the results of the deliberations by the independent jury of experts. The winning field comprises 38 outstanding innovations from Austria, Germany, Great Britain and Switzerland. Materials used are paper, cardboard, carton, wood, plastic, tin and aluminium. The winners are spread across a total of ten competition categories. There was an emphasis in this year's submissions on new solutions in the fields of sustainability and digitisation. The jury will again this year recognise particularly ground-breaking and bold innovations by presenting a number of Packaging Award winners with the exclusive Gold Award. The announcement and celebration of the Gold Award winners will take place during the online dvi Dialogue Week on 24 September 2020.*

The 38 winners of the German Packaging Award have once again stretched the boundaries of packaging for industry and trade, consumers and the environment. The solutions enable clearly differentiated brand messages at the POS, offering exciting and multi-level unboxing experiences; clever counter displays for canteens and company cafeterias; new solutions for easier opening by senior citizens and people with limited dexterity while at the same time being child-friendly; clever tethering systems; sustainable packaging concepts for the deep-freeze sector and RFID transponders for product monitoring; coatings made of recyclable polymeric monomaterials; sustainable film solutions; tubes made of 100% recycled aluminium; ecological disposable transport packaging; invisible digital codes for retail and recycling; fully digital workflows along the value chain; form, fill and seal systems for three-dimensionally formed paper-based packaging materials and demand-driven and flexible dosing systems, right through to plantable cardboard banderoles.

### **Emphasis on sustainability and digitisation**

Dr. Bettina Horenburg, Member of the Executive Board and overall responsible person for the German Packaging Award at the German Packaging Institute e. V. (dvi), is delighted both with the number and quality of this year's submissions: "We had a very strong, international field of participants with innovative solutions from Austria, Denmark, Finland, France, Germany, Great Britain, Italy, Spain, Switzerland and Turkey. 40 per cent of the innovations submitted fall into the sustainability category. This shows how important this fundamental topic is and remains, even through the current pandemic. The new digitisation competition category, which was held for the first time, also caught the imagination of the participants. The many exciting solutions we received around this second huge topic demonstrate the importance of digital

transformation and how creatively and seriously companies in the value chain are taking on and rising to this challenge.”

### **Gold Awards and Special Awards**

The Special Awards in the sustainability and young talent categories, awarded for the first time this year, will be presented together with the Gold Awards during the dvi Dialogue Week from 21 – 25 September 2020. The Gold Award is the award everyone aspires to and is at the pinnacle of the hall of fame. It is awarded by the jury for particularly outstanding innovations that set themselves apart from even the illustrious circle of Packaging Award winners. “Put 24 September in your diary now,” recommends Dr. Horenburg. Registration for the dvi Dialogue Week and for the presentation of the Gold Awards is available via the dvi website. Each morning the online event will offer expert panels on the topics of recycling, recruiting and consumer expectations as well as smart changes for companies in times of Corona.

### **All of 2020’s winners in words and images**

A complete overview of the 38 winning innovations of the German Packaging Award 2020 is on the dvi’s website for all to see, with an image of the innovation and the jury’s evaluation text. Dr. Horenburg issued an open invitation: “If you want to know how creative, intelligent and highly innovative the companies in the packaging industry work, you need look no further.”

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**Images** and the statement of the jury for each winner is available inside the online gallery.

Please check the winner you are interested for download.

Images are free for use in the context of the German Packaging Award 2020.

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### **About the German Packaging Award**

The German Packaging Award is an international, cross-sectoral and cross-material competition and the largest European trade fair for packaging. It is held under the patronage of the Federal Ministry for Economic Affairs and Energy. With this award, the German Packaging Institute (dvi) annually awards innovative and creative solutions from seemingly small but ground-breaking 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.verpackungspreis.de](http://www.verpackungspreis.de) [www.packagingaward.de](http://www.packagingaward.de)

### **About the German Packaging Institute**

The German Packaging Institute e. V. (dvi) connects people from all sectors of the entire packaging value chain with the aim of initiating innovative and sustainable approaches to “good packaging”. Founded in 1990, the dvi with currently more than 230 member companies is the only network in the packaging industry that unites companies from all stages of the value chain. 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. The dvi’s events and seminars, as well as a series of innovation forums, networks a wide range of stakeholders from the packaging sector and provides important information and impetus.  
[www.packagingaward.org](http://www.packagingaward.org)