

Press information

Berlin, 23 July 2024

Wow factor: 41 winners of the German Packaging Award 2024

The 27 independent members of the German Packaging Award jury certainly had their work cut out: Almost 250 submissions from 13 countries flooded in to the German Packaging Institute e.V. (dvi), the organiser of Europe's largest packaging exhibition, to be individually assessed and evaluated. In the end, 41 innovations in 10 categories were honoured with the prestigious and long-established award. The dvi is thrilled to see so much class at the top and across the board – and cordially invites the industry to the awards ceremony and the announcement of the Gold Awards at FACHPACK.

The 41 German Packaging Award 2024 winners come from Germany, Austria, Canada, the Netherlands, Poland and the UK. The dvi also received innovations from Denmark, France, Israel, Sweden, Switzerland, Turkey, Hungary and the USA.

Winners in all materials and categories

The innovations cover the entire range of materials, from glass (2), wood (1), flexible plastic (5), rigid plastic (8), metal (4), paper, cardboard and carton (11), multi-material (2) and new material (2) to corrugated cardboard (4) and composite material (1). At least one innovation won an award in each of the ten exhibition categories.

Breaking it down into the categories, there were five winners in Design, two in Digitalisation, four in Functionality & Convenience, five in Logistics & Material Flow, six in Sustainability – Overall Concept, four in Sustainability – Material Substitution and Reduction, one in Sustainability – Reusability, three in Sustainability – Recyclability & Use of Recyclates, three in Young Talent, two in New Material, two in Packaging Machines, Technology and Software, two in Product Presentation and three in Cost Effectiveness.

Jury sees top achievements in the industry

“The large number of innovations submitted shows how committed and intensively the industry is working on ever better solutions for people, the economy and the environment. The high quality across the board and at the top shows how creatively, responsibly and successfully our companies are achieving progress and shaping the future,” says the jury chairwoman Marit Lemke, Senior Packaging Engineer Elanco Animal Health Inc., reflecting on the results at Europe's largest packaging showcase.

Success stories

Oliver Berndt, Head of Organisation of the German Packaging Award, reports: “We see that the traditional core functions of packaging are constantly being innovated and improved. At the same time, added value is created and new functions are added. This always happens with the customer's requirements in mind and with remarkable gains in efficiency, safety, ecology, value for money, branding and convenience. The innovations

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serve brands and consumers from B2B to B2C. They cover a wide range of products from food and beverages, pharmaceuticals, cosmetics and hygiene to technical products, DIY products and pet supplies, refining design, product presentation, product protection, filling and handling processes, storage and transport logistics. Sustainability and efficiency nearly always go hand in hand. We have seen so many combinations of functionality, aesthetics, sustainability and cost effectiveness. Overall, the packaging industry can eagerly look forward to an almost limitless number of great and exciting success stories”.

“Our winners solve big problems with small, intelligent twists or create completely new openings with revolutionary ideas and set new standards. Sustainability and efficiency nearly always go hand in hand. We have seen so many combinations of functionality, aesthetics, sustainability and cost-effectiveness. Overall, the packaging industry can eagerly look forward to many great and exciting success stories,” emphasises the deputy chair of the jury, Prof. Stefan Junge, Professor in the Department of Packaging Technology at Beuth University of Applied Sciences Berlin.

Jury member Arne Fehlhaber, Managing Partner & Creative Head of Brandpack, is particularly excited about innovations in the field of design. “Design is not purely aesthetic, but an important tool for communication, for explaining things and making them accessible. Almost anything you can name only works on the market if it is understood, used correctly and disposed of correctly at its end of use.”

Award ceremony and Gold Awards

The dvi cordially invites the industry to the presentation of the 41st German Packaging Award at FACHPACK on 24 September 2024. The Gold Awards will also be announced there in conjunction with our premium partners FACHPACK and IGEPA group as well as Mitsubishi Electric as partner for the machine technology category. The jury honours particularly ground-breaking innovations that stand out even from this illustrious circle of packaging award winners with these Gold Awards. You need to register to attend the awards ceremony, but attendance is free of charge.

All information about the award ceremony and all 41 winners, including the jury’s evaluation text, can be found on the dvi website 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.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 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.

www.verpackung.org

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