

## Press information

Berlin, 08 February 2022

### Innovations ahead

## German Packaging Award 2022 begins.

***Launch of the German Packaging Award 2022! Companies, organisations and individuals have until 15 May to submit their innovations and new solutions to Europe's largest showcase for packaging. The award, organised by the German Packaging Institute (dvi), covers 10 categories across all materials and is held under the patronage of the Federal Minister for Economic Affairs and Energy.***

“The packaging industry is not only systemically relevant, it is also highly innovative,” says Dr Bettina Horenburg, Director Corporate Communications of the Siegwerk Group, dvi board member and overall responsible for the German Packaging Award. “Its solutions play a prominent role in hygiene, health, product protection and the security of supply for people and the economy. In addition, packaging is increasingly a pioneer in terms of sustainability and the circular economy. I am convinced that the German Packaging Award will once again brilliantly showcase our industry's performance on the big stage this year and I am already eagerly looking forward to the award ceremony on the first day of the Fachpack 2022 trade fair.”

### Packaging Award & Gold Award

Participants select from 10 categories in which to submit their products or prototypes, ranging from design & finishing, presentation of goods, economic efficiency and sustainability to logistics & material flow, digitalisation and packaging machines. They can even submit a product in several categories at the same time. In addition to the Packaging Award, the German Packaging Award jury also has at its disposal the even more exclusive Gold Award to present to particularly ground breaking innovations.

The jury is made up of a broad-based panel of experts from business, research, education and the media. They will examine and judge all the entries against fixed, category-specific criteria at a two-day meeting at our premium partner IGEPa group's premises. The criteria are published on the German Packaging Institute website.

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### **Powerful arguments for sales and marketing**

“The German Packaging Award is a real, transparent showcase of achievements. Winning the Packaging Award – or the even more exclusive Gold Award – makes a powerful statement for your company. Both demonstrate your outstanding innovative strength and are impeccable testimonials when communicating with customers, consumers, partners, future employees, as well as your own team,” points out Dr. Horenburg.

### **Special awards for young talent**

Supported by the premium partner Fachpack, the jury will once again award a special award in 2022 for young people who are at school, studying or in training. “The commitment our partners demonstrate is a real asset for the German Packaging Award. This also includes Packaging Valley, which is our premium partner for the sustainability category this year,” says Bettina Horenburg enthusiastically.

### **Submission and award ceremony**

The innovations and new solutions can be submitted via an online form on the German Packaging Award website at [verpackung.org](http://verpackung.org). The website also has all the information prospective entrants need on submission deadlines, addresses, categories, criteria and costs. The German Packaging Awards will be presented at a public meet-up event of the whole industry on 27 September at the Fachpack trade fair in Nuremberg. At the same time, the Gold Award winners will be announced and celebrated.

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

The German Packaging Award is an international industry and cross-material award. It is presented across all materials in ten categories and is under the patronage of the

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Federal Ministry for Economic Affairs and Energy. 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](http://www.verpackungspreis.de) [www.packagingaward.de](http://www.packagingaward.de)

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

The German Packaging Institute e.V. (dvi) is the only network within the packaging industry which unites members from all levels of the value chain. The network takes on important ideas from this environment, also providing its own impetus in return. The dvi consists of numerous initiatives. In addition to the German Packaging Award, these include Packaging Day, German Packaging Convention, Dresdner Packaging Conference, the Packaging Academy, the dvi Student Conference, the Packaging Strategies strategy forum and the PackVision young talent cooperation project.

[www.verpackung.org](http://www.verpackung.org)

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