

Press information

Berlin, 12 March 2025

Innovations in the world of packaging

Launch of the German Packaging Award 2025

The submission phase for the German Packaging Award 2025 is now open. Companies, organisations and individuals from Germany and abroad have until 31 May 2025 to submit their innovations and best solutions to Europe's largest showcase for packaging. The award, organised by the German Packaging Institute (dvi), is decided by an independent jury of experts across all materials and sectors in ten categories. FACHPACK will host a major industry event for the award ceremony.

“Increasing demands of modern societies mean that innovations in packaging are playing an ever more important role. The new solutions not only benefit the economy, but are also an influential factor for people’s quality of life and the protection of our planet. They offer effective and practicable solutions to a range of current challenges such as climate change, increasing resource consumption and the growing demands of modern consumers and economic cycles. Clever, efficient and intelligent packaging safeguards quality of life and paves the way for a sustainable future. That is why we have been promoting innovation with the German Packaging Award for over 60 years. We put the very best solutions in the spotlight and celebrate the people who bring them about,” says Oliver Berndt, Head of Events & Marketing at the dvi at the start of this year’s showcase.

Letter and seal to make your case

“The German Packaging Award is specifically designed as a genuine and transparent showcase,” explains Berndt. Packaging Award winning companies can make a genuine statement and gain that crucial edge in a competitive environment. The award demonstrates their outstanding innovative strength and helps to make a winning case in internal and external communication, with customers, consumers, partners and when recruiting for the best employees. The award is also a great reward for your own team’s work and an extra motivational boost,” says Berndt.

Ten categories

There are ten categories in which products or prototypes can be submitted, ranging from Design, Functionality & Convenience, Product Presentation, Cost Effectiveness and Sustainability to Logistics & Material Flow, New Material, Digitalisation and Packaging Machines (engineering, technology, software). Products can be submitted in several categories at the same time. Pupils, students and trainees have their own special category.

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Independent jury and fixed criteria

The jury is made up of a broad-based panel of experts from business, research, education and the media. The jury members scrutinise all entries in person during a two-day meeting. Their assessment is based on fixed, category-specific criteria, which the dvi makes transparent on the German Packaging Award website.

Gold Awards and the award ceremony

The jury also has the option to celebrate particularly pioneering solutions from among the winning innovations with a Gold Award. “The Gold Awards will be announced and presented at a festive awards ceremony at the FACHPACK trade fair. The dvi will also present all the Packaging Award winners as part of this special industry event, honour the representatives of the winning companies and present them with certificates and trophies. Put 23 September 2025 in your diary,” recommends Oliver Berndt, and not just to the participating companies. “We, together with our partners IGEPa group and Sappi as well as our premium partner FACHPACK, cordially invite you”.

The dvi provides all information about participation and access to the submission platform on the websites 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 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>

Press contact:

Christian Nink

Tel: +49 30 60 98 66 75

E-mail: presse@verpackung.org

Deutsches Verpackungsinstitut e.V.

Kunzendorfstr. 19

14165 Berlin, Germany

Deutsches Verpackungsinstitut e.V.

Kunzendorfstrasse 19

19 | D-14165 Berlin

T +49 (0)30 8049858-0

F +49 (0)30 8049858- 18

info@verpackung.org

<http://www.packagingaward.de>