

Press information

Berlin, 01 February 2023

European innovations in packaging

Launch of the international German Packaging Award 2023!

Curtain up for the German Packaging Award 2023! Companies, organisations and individuals have until 19 May 2023 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 open to companies, organisations and individuals from home and abroad.

The German Packaging Award celebrates its sixtieth anniversary this year. Established in 1963, the German Packaging Institute (dvi) has had responsibility for the award since 1996 and has also promoted its international reach. "These days, a good proportion of entries – and winners – come from abroad. The German Packaging Award has developed into the most prestigious and largest showcase for packaging in Europe," says Dr Bettina Horenburg, Director Corporate Communications of the Siegwirk Group and, as a member of the dvi Board, person responsible for the German Packaging Award.

Reflecting on over 1,000 award-winning solutions over the past six decades, Dr Horenburg is "impressed by the consistently high quality in conquering the most diverse requirements that have arisen over time. It is remarkable how consistently and tirelessly companies continue to innovate with such great success," says Dr Horenburg. The dvi Executive Director is convinced that the companies from home and abroad will once again present great innovations for the anniversary. She eagerly looks forward to innovations "that will take us further in terms of sustainability, climate and environmental protection, hygiene, health, product protection, convenience, ensuring the security of supply for people and the economy and that with an even better balance sheet."

Packaging Award & Gold Award

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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. The award offers a special category for the next generation of school and university students. In addition to the Packaging Award, the independent expert jury also has the Gold Award at its disposal 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.

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," says Dr. Horenburg emphatically.

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. The website also has all the information prospective entrants need on submission deadlines, addresses, categories, criteria and costs. The dvi and its premium partner FACHPACK invites you to the award ceremony in Berlin in mid-September.

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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

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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 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

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