



Berlin, 9 September 2023

The best innovations in 2023

Four Golds at the German Packaging Award 2023

On Wednesday 13 September 2023, the industry assembled at the German Packaging Institute (dvi)'s invitation in the "Meistersaal" historic concert hall in Berlin for the presentation of the German Packaging Awards 2023. During the celebrations, the winners of the Gold Awards were also announced, where the jury further honours four particularly ground-breaking innovations from among the already successful winners: an aluminium packaging for solid care cosmetics by Aroma Elite Naturkosmetik Manufaktur, a machine for producing sustainable packaging from common paper production fibres and other natural fibres by Kiefel GmbH, a recyclable mono-PE stand-up pouch with outstanding oxygen barrier and deinking features by Siegwerk and an innovative battery packaging with storage and separation system for full and dead batteries by student Leonie Theurer from HTWK Leipzig.

On the stroke of 12 noon, the gates of the "Meistersaal" historic concert hall opened to its guests with a champagne reception for the German Packaging Award 2023 ceremony and the announcement of the Gold Awards. dvi managing directors Kim Cheng and Winfried Batzke welcomed 150 executives and innovation managers to the 60th anniversary of the largest showcase for packaging in Europe.

Grand stage for grand performances

The dvi had already announced the winners of this year's German Packaging Award in August. Representatives of the winning companies now received their certificate and the newly designed winner's trophy at this celebratory event, which was moderated by Matthias Mahr, editor of Lebensmittel Praxis.

"It became abundantly clear during the two-day jury meeting at the premises of our premium partner igepa Group in July that our industry's highly innovative companies will not be held back by all the global crises and challenges they are faced with," says dvi Managing Director Kim Cheng. "The industry is pulling out all the stops to find clever, creative and intelligent solutions across all materials, segments and applications. Our jury faced the near-impossible task of identifying the best of the year from the large number of extremely impressive new solutions. In the end, 34 particularly impressive innovations prevailed in ten categories. The four Gold Awards now put the crown on the German Packaging Award 2023," says Cheng.

Gold Awards crown the event

This year the jury of the German Packaging Award also honoured four innovations that stood out even from this illustrious circle of packaging award winners with their Gold Awards.

Gold for Aroma Elite Combi Box



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The Aroma Elite Combi Box by Aroma Elite Naturkosmetik Manufaktur is an aluminium packaging for solid care cosmetics, where the packaging becomes part of the product. The jury praised the innovative solution for storing, protecting and applying solid soaps and the ingenious way the base can be moved, allowing the interior to adapt to the size of the product. Furthermore, the breathable lid acts as a base when using the soap. The attractive design also strengthens the positive perception of the brand.

Gold for NATUREFORMER KFT 90

The advanced version of the NATUREFORMER KFT 90 from Kiefel GmbH, a machine for the production of sustainable packaging from common fibres from paper production and other natural fibres, received the Gold Award 2023. The jury concluded that the technology and, above all, the current technical process enables packaging materials to be produced which, in terms of quality features such as shape variety, accuracy, stability and surface quality, open up the most diverse areas of application for natural fibre-based moulded parts in attractive packaging. Above all, the holistic design has particular advantages which can be used for a wide range of raw materials from stock preparation to finished packaging. Functions such as resealability or labelling can also be effectively integrated.

Gold for the recyclable mono-PE stand-up pouch

The stand-up pouch with outstanding oxygen barrier and de-inking features for paint and coating removal from Siegwerk Group Holding AG & Co. KG was developed as part of a collaboration between five partner companies along the value chain. The bag uses a printable barrier coating and is suitable as packaging for a wide range of demanding products. The use of an appropriate primer allows the laminate structure to be delaminated and deinked, meaning that the packaging can be recycled into almost colourless PE granulate. As a result, the granulate is also available for a wide range of applications that require a higher recycle quality.

Gold for the BattPack

Leonie Theurer, a student at HTWK Leipzig, also received a Gold Award. The jury honoured this outstanding innovation which was submitted in the young talent category and sponsored by premium partner FACHPACK. The jury considered the folding box for batteries a simple, extremely smart and innovative solution for storing and separating full and dead batteries. A simple printed divider in the box makes it easy to sort into full and dead batteries. The printed scale on the box helps to keep track of the number. Jury's conclusion: this student design is simple, cost-effective and can be easily integrated into existing processes.

Conclusion and outlook

After all award winners and Gold Award winners had been presented with their trophies and certificates, the industry representatives found time to exchange ideas, reaffirm old contacts and make new ones at our flying buffet. "We look to the future solemnly but nevertheless



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with optimism. As long as the innovative power and creativity of our companies has the freedom to unfold and not get worn down by regulatory micromanagement, we can build on the outstanding minds and talents of the industry for the benefit of people, the economy, the climate and the environment,” Kim Cheng concluded. The German Packaging Award 2024 will be no better proof of this. The dvi emphasises that the submission phase will start in February next year.

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You can take a look at **product images and the jury’s evaluation text** for the 2023 winners here: <https://www.verpackung.org/en/events/deutscher-verpackungspreis/auszeichnungen> (to download the images, please go to the respective detailed view).

For images from the event and the gold award winners in person (an high resolution) please check: <https://www.picdrop.com/christiannink/NMNtMN6ZxW>

The image material is free for use in connection with the German Packaging Award 2023. Source: See file names

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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 Climate Action. 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 + 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



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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