

Press information

Berlin, 1st March, 2017



Showcase for innovations

Green light for the German Packaging Award 2017

Under the auspices of the Federal Ministry of Economy and Energy, the German Packaging Institute (dvi) is now on the lookout for the best solutions and innovations in packaging. Companies, institutions and individuals from home and abroad have until 30 June 2017 to submit their best products in 10 categories. The winners' gala will take place on 26 September 2017 in the Humboldt Box in front of the Berlin City Palace.

The submission phase for the German Packaging Award 2017 runs from 1 March to 30 June. An independent jury will be awarding the best innovations in the packaging supply chain in this cross-material showcase. The German Packaging Award is directed at designers, developers, manufacturers and users. Trainees and students can participate free of charge in their own dedicated category. In addition to the German Packaging Award, the Gold Award has also been awarded since 2016.

Reasons

"By winning the German Packaging Award, enterprises show their outstanding innovative power and make a strong statement. The trophy, certificate and winner's seal are convincing arguments when communicating with customers, consumers, partners, and for your own team," says Dr. Bettina Horenburg, dvi Board Member and person in charge of the German Packaging Award, explaining the attractiveness of the competition.

Categories and criteria

The 10 categories of the German Packaging Award, ranging from machinery and technology, economy to logistics and material flow, each have their own fixed criteria. "The categories allow each participant to submit and promote their product more precisely," said Dr. Horenburg. Each submission can be entered into more than one category as innovative solutions are often impressive in more

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than one area. Products, materials, technologies, prototypes and concepts can be submitted. "What counts is the innovative force of the product. This may be a small detail or a completely new packaging family."

Winners's gala with Prof. Dr. Claus Hipp

The winners of the German Packaging Award take centre stage at the award ceremony on 26 September 2017 in the Humboldt Box in front of the Berlin City Palace. Together with special guests from the industry, the winners collect their awards on the big stage. The Gold Award winners will receive additional accolades. This year, the dvi is delighted to welcome as their special guest of honour Prof. Dr. Claus Hipp, managing director of HiPP works, Entrepreneur of the Year and winner of several Orders of Merit and environmental awards. Registration for the event is through the website of the German Packaging Award at verpackungspreis.de or packagingaward.de.

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About the German Packaging Award

The German Packaging Award is an international industry and cross-material award. It is held under the auspices of the 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 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) is the only network within the packaging industry

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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, there is also Packaging Day, the German Packaging Congress, Dresden Packaging Conference, the Packaging Academy, the Packnology Forum and the young talent cooperation project PackVision.

www.verpackung.org

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