

Packaging Award 2016 kicks off with new categories

Companies, institutions and individuals from home and abroad can submit their best packaging solutions and innovations in the German Packaging Award until 30 June 2016. New extended competition categories and more precise criteria offer participants even more opportunity to stand out from the crowd and win with their products, prototypes and concepts from the entire value chain.

The starter's flag for the German Packaging Award 2016 has fallen. Under the auspices of the Federal Ministry for Economic Affairs and Energy, an independent panel of experts selects the best solutions and innovations in packaging. Conceived as a showcase competition, the German Packaging Award is directed at designers, developers, manufacturers and users. It is an industry and material-spanning award. The range extends from packaging machinery, technology and software to packaging materials, packaging means and packaging aids as well as displays, industrial, transportation, logistics and promotional packaging as well as packaging families. The winners of the German Packaging Award receive a trophy, certificate and a winner's logo, which allows them to promote their successful innovation free of any license fees.

New categories

The competition has undergone several changes since its launch in 1963. "The competition categories and the criteria evaluated by the jury need to be continuously adapted and refined to effectively compare and reflect the innovative power and performance of businesses," says Dr. Bettina Horenburg, dvi Board Member and person in charge of the German Packaging Award. The competition categories have been completely revised for 2016 and passed over to the jury along with the specific judging criteria and requirements. "Entrants can specifically choose the category most suitable for their product, concept or prototype innovation. In this way we improve the presentation possibilities and

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chances to win for the entrant, whilst at the same time enhancing the validity of the Award within both industry and society."

The new competition categories are:

1. Designing & processing
2. Functionality & convenience
3. Product presentation
4. Cost effectiveness
5. Sustainability
6. Security
7. Logistics & material flow
8. New material
9. Packaging machines (engineering, technology, software)
10. Young talent (school pupils, trainees, students)

The submission phase for the German Packaging Award 2016 lasts from 1 March to 30 June 2016. Participants should apply using the online form on the German Packaging Award website. The two-day meeting of the Jury will take place in July. The German Packaging Awards and the newly created Gold Awards will be presented on 27 September during a ceremony at the FachPack in Nuremberg, Germany.

All information about the German Packaging Award and its new features can be found on packagingaward.de and verpackungspreis.de.

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About the German Packaging Award

The German Packaging Award is an international industry and material-spanning award, 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

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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 (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, there is the German Packaging Congress, Dresden Packaging Conference, the Packaging Academy and PackVision. For more information, visit www.verpackung.org.

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Press area website; pictures

<http://www.verpackung.org/pm-dvp.html#c3240>

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