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Innovative brilliance: the winners of the German Packaging Award 2021

This is what winners look like! The jury of the German Packaging Award 2021 has announced the winners of the major European showcase for packaging. A total of 52 innovations from six countries won through in the competition to find the best solutions organised by the German Packaging Institute (dvi). The award ceremony will take place on 28 September 2021 as part of FACHPACK. The winners of the Gold Award, which further honours particularly ground-breaking innovations from among the already successful packaging award winners, will also be announced here.

“The packaging industry is and remains a highly innovative and creative sector,” emphasises Dr Bettina Horenburg, Director Corporate Communications at Siegwirk Druckfarben and member of the board and overall responsible for the German Packaging Award at the German Packaging Institute. “As the organiser of Europe’s largest showcase for packaging, we were delighted to see the large number of innovations submitted, which was around 25% higher than the previous year. The quality of these solutions was also remarkable. Our 24-member jury from business, research and academia literally had their hands full during their two-day meeting to review every submission. In the end, a number of deserving winners were selected. But consumers, trade, commerce, industry and the environment can all consider themselves winners as well. After all, packaging innovations bring even more convenience, shopping experience, efficiency, profitability and sustainability. They are high-tech as well as creative, find new ways to do things and equip us for the challenges of our times.”

Materials, categories, nations

The 52 award-winning innovations are spread across all ten categories of the showcase – from digitalisation to design and processing, sustainability and economic efficiency to packaging machinery and technology. Four awards were also awarded in the young talent category. There are solutions made of plastic, paper, cardboard, corrugated cardboard, wood, aluminium, glass and composite cardboard. The award winners come from Germany, Austria, Switzerland, Turkey, Slovenia and Latvia.

Gold Awards and the award ceremony

The Gold Awards give the jury scope to additionally honour particularly ground-breaking innovations from among the packaging award winners. “The jury made the most of this opportunity again this year,” Bettina Horenburg informs us. “We will be announcing the winners of the exclusive Gold Awards at the festive award ceremony on the first day of the FACHPACK trade fair in Nuremberg. There, on 28 September 2021, we will present all 52 winners with their award and, together with our premium partners FACHPACK, IGEPA and Coca-Cola as well as our partner PEFC, announce and celebrate the Gold Award winners during this special industry event. Participation is free of charge. The dvi will provide information about the registration process in good time on its ‘verpackung.org’ website,” says Horenburg.

Wide range of innovations

The winning solutions offer, among other things: new finishing options; emotional and bold design with clear brand communication for POS and unboxing; unique shapes and attention to detail; intuitive dispensers; material savings in packaging; reduction of CO₂ footprint and transport volume; CO₂-based plastic; cooling features and shock-absorbing insulation; improved residual emptying; optimisation for handling, logistics and product protection; modularity and scalability; anti-counterfeiting; load security; cost reduction; time saving; flexibility for small batch sizes; optimised ergonomics; low maintenance; automated packaging using robots; use of recycled material; substitution of plastic; smart corrosion protection; recyclable barrier solutions; long shelf life and flavour protection; high-speed packaging applications; new materials; data management systems to automate the packaging process; reusable packaging systems for e-commerce; recycling for sleeves; mono-material solutions; paper-based blisters; recycled markers in UV screen inks; sustainable inks for aluminium packaging; automated creation of customised shipping boxes; new geometries for paper packaging; and reusable options and organic coatings.

All of 2021's winners with jury text and product image

The dvi have a complete overview of the 52 winning innovations of the German Packaging Award 2021 on their website, each with an image of the product and the jury's evaluation text.

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Image material and the jury's evaluation text for the individual 2021 winners are in the online gallery at <https://www.verpackung.org/events/deutscher-verpackungspreis-2021>.

Free for use in connection with the German Packaging Award 2021. Source: German Packaging Institute (dvi)

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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 Energy. 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 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