

# Press information

Berlin, 26/09/2018



## German Packaging Award

### Two Golds at the German Packaging Award

*As part of a major industry event at FachPack on 25 September 2018, the German Packaging Institute (dvi) presented 40 of the best packaging innovations with the German Packaging Award 2018. Two particularly innovative solutions from the “Sustainability” and “Design and Finishing” categories were honoured with the exclusive Gold Award.*

Around 250 guests and members from the industry gathered in the Saal München hall at NürnbergMesse to celebrate the winners of the German Packaging Award 2018 and experience the eagerly awaited announcement of the Gold Award winners live. Moderator Volker Wieprecht was eloquent and full of humour and in no time at all got the audience thoroughly in the mood. Accompanied by loud whoops of joy, the representatives of the winning companies from five nations received their trophies, seals and certificates from Dr. Bettina Horenburg, dvi board member and overall responsible for the German Packaging Award and dvi managing director Winfried Batzke.

In her introductory remarks, Dr. Horenburg highlighted the increasing trend towards new efficiency amongst the 226 entries submitted in 2018. Under the guiding principle “As much as necessary, as little as possible”, highly successful and innovative work has been carried out and the focus placed firmly on recyclability and recycling management.

In the eyes of Winfried Batzke, this is combined with a trend towards simplicity. Garish and colourful is no longer at the forefront. What is also striking is that packaging is needed more than ever before to be an information carrier in the supply chain. The dvi managing director addressed an urgent appeal for more self-confidence and the creation of a common voice within the industry as a whole. False modesty and the

# Press information

Berlin, 26/09/2018



insular interests of individual material fractions were preventing an improved image in packaging.

## **Announcement of the Gold Awards**

The announcement of the Gold Award winners was awaited with bated breath. The Gold Award offers the jury the opportunity to specifically highlight selected innovations from the circle of packaging award winners as a particularly important and successful solution.

The first of the two Gold Awards went to the innovative FlexiClose(re) thermoformed packaging by the Schur Flexibles Group. Thermoformed packaging has become an essential feature on our retail shelves. At the same time, it poses a major recycling challenge because it is made of different types of plastic. FlexiClose(re) thermoformed packaging developed by Max Wolfmaier and designed by Irene Pfundner and Carla Blumenröther now offers a polyolefin-based monomaterial solution that is ideally suited for high-quality material recycling. The new solution makes no compromises in important functional properties such as transparency, strength, barrier properties and resealing though. On the contrary, a special manufacturing process even minimises the unwelcome worry of the lid film tearing. The jury sees FlexiClose(re) as an important step towards a sustainable recycling economy, at the same time providing excellent consumer friendliness and product protection.

Hordijk verpakkingen's Seepje detergent packaging won the other Gold Award in the "Design and Finishing" category. The originality of the packaging shaped like a classic bar of soap is impressive while at the same time having decisive sustainable benefits. The innovation was developed by Flex Design Delft and designed by Helder Groen and consists of 97 per cent recycled HDPE. The bottle and paper label can be easily separated from one another for ease of recycling after use. The jury was also impressed by the wide range of possibilities for simple differentiation and presentation of product types and classes at the POS.

# Press information

Berlin, 26/09/2018



## **All winners with product image and text**

The dvi is showcasing the Gold Award winners and all other packaging award winners in 2018 on the German Packaging Award website. Interested parties can also read the jury's evaluation texts for individual winners there.

The submission phase for the German Packaging Award 2019 is expected to start in March next year.

###

## **Image material**

Free for use in connection with the German Packaging Award

Logos, trophies, images and a group picture of the winners can be found at:

<http://bit.ly/Packaging-Award2018-Gold>

You will find comprehensive image material of the event from 28.09.2018 at:

<http://www.verpackungspreis.de/dvp-impressionen-2018.html>

If you need pictures before that, please contact the press contact below.

All the product images and jury texts are available here in print resolution:

<https://www.packagingaward.de/winners-2018.html>

To download the content, please go to the details page of each winner.

###

## **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](http://www.verpackungspreis.de)[www.packagingaward.de](http://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.

# Press information

Berlin, 26/09/2018



In addition to the German Packaging Award, there is the German Packaging Congress, Dresden Packaging Conference, the Packaging Academy and PackVision. All information at: [www.verpackung.org](http://www.verpackung.org)

###

## Press contact

Christian Nink

T +49 (0)30 60 98 66 75 0

[nink@verpackung.org](mailto:nink@verpackung.org)

[www.verpackungspreis.de](http://www.verpackungspreis.de)

Deutsches Verpackungsinstitut e. V.

Kunzendorfstraße 19 | D-14165 Berlin

T +49(0)30 8049858-0 | F +49(0)30 8049858-18

[info@verpackung.org](mailto:info@verpackung.org) | [www.verpackung.org](http://www.verpackung.org)