



Press Release

15th November 2011

German Packaging Award 2011 presented

German Packaging Institute awards 21 innovations within 7 categories

Berlin/Nuremberg. In the course of a celebration gala on the evening of the 9th November, the competition for the German Packaging Award 2011 came to an end. The gala was hosted by the German Packaging Institute and awarded 21 innovative packaging solutions considered to be economically, technically, aesthetically and ecologically trend-setting. Among the award-winning submissions were user-friendly closing or sealing systems, new solutions in the field of migration and food safety, innovative materials and material combinations, further possibilities for branding and packaging design, processes to conserve resources, dosage and security systems, active and intelligent packaging as well as machine technology. The competition for the German Packaging Award has been held since 1963. It is an international competition and is under the patronage of the German Federal Ministry of Economics and Technology.

As part of the festive programme with its numerous guests and gala evening on Wednesday evening, 21 freshly-endowed German Packaging Award winners received their certificate and trophy from Wolfgang Barthel (chairman of the jury) and Burkhard Lingenberg (Director of the German Packaging Institute, Chairman of the Advisory Committee and thus person responsible for the German Packaging Award). The award ceremony was held within the framework of the Capital Goods Exhibition "Brau Beviale" in Nuremberg and was patronised by many personalities from the branch. "A worthy finale for a successful competition", was the positive summation by Burkhard Lingenberg. "The dynamic creativity and the sustained ability of our branch remains at an impressive level. This applies to the larger concepts as much as to the small details, and in particular, the brains behind them."

According to the motto "*Alternative concepts. Intelligent solutions. Innovative developments.*" national and international designers, developers, manufacturers and end users from the packaging and consumer goods industries have been following the call of the German Packaging Award since April this year and by the beginning of September had sent a total of 250 innovative packaging solutions into the competition for the 34th German Packaging Award.

In the qualifying round, an expert jury of renowned personalities from the branch picked out a total of 54 submissions and awarded them with a nomination for the finale. Prior to the nomination were two days of intensive tests and consultations. The jury had support here from a group of specialists for packaging and packaging materials from national institutes and professional associations.

"Tipping the scales within a very strong field of competition was ultimately the total of all the criteria which were of course, although weighted differently according to the kind of packaging of course, were considered as a whole at all times. These being innovation, functionality, qualitative implementation as well as aesthetic, economic, ecological and security-relevant factors", states Burkhard Lingenberg.

Making it in the end were seven sales packaging elements, two transport packaging elements, one display and promotion packaging element, five prototypes, two young talent prizes for students, two submissions in the category machine technology and two nominations for design, labelling and finishing.



“The range and quality of the packaging solutions show how successful and necessary the cooperation of the most varied specialists is in the development of packaging and its related technologies”, emphasises Lingenberg.

The winners of the German Packaging Award 2011 are from the food, cosmetics and pharmaceutical industry, are packaging material and packaging means manufacturers, brand name companies, designer and agencies. Among the names are *Nestlé, Glanzmann, Weidenhammer, Choco Mundo, Crown Closure, Gerresheimer, Alfa Brouwerij, DB Schenker, SCA, Scholle, Pano, Remy & Geiser, Tubex, Wipak, Packsys, Hassia, Krones* and many more.

On winning the German Packaging Award, one also qualifies for nomination in the global Packaging Award hosted by the *World Packaging Organisation*. Last year, seven German entries were able to secure this award, the *WorldStar*.

In cooperation with the *Association of the German Non-Alcoholic Beverage Industry*, the German Packaging Institute is displaying the Packaging Award winners from the beverage branch at the Capital Goods Exhibition “Brau Beviale”, hall 1, stand 235 until the 11th November.

For all the winners and any further details visit www.verpackungspreis.de

About the German Packaging Award

The **German Packaging Award** is an international competition covering all possible branches and materials. With this award the German Packaging Institute gives credit to innovative and creative packaging ideas from the seemingly small but trend-setting detail right up to total innovations. The German Packaging Award is aimed at designers, developers, manufacturers and end users of packaging materials and packaging machines as well as creative young talent from the branch. This is an international award and as thus a kind of “German Open” for participants from all over the world. Winners of the German Packaging Award also qualify for the WorldStar competition held by the World Packaging Organisation (WPO). For further information visit www.verpackungspreis.de

About the German Packaging Institute

The **German Packaging Institute (dvi)** is the only network within the packaging industry that unifies members from all levels of the supply chain. The network takes up impulses from its surroundings, constantly providing significant impulses itself. Numerous initiatives serve to make up the dvi. As well as the German Packaging Award, there is also the *German Packaging Congress*, the *Dresden Packaging Convention*, the *Packaging Academy* and *PackVision*. For further information visit www.verpackung.org

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