



AWARD CEREMONY AT
EMPACK 2025

THE COMPETITION THAT SHOWCASES THE
WIDTH OF THE NORDIC PACKAGING INDUSTRY

PACKNORTH AWARD



THE FIFTH EDITION
www.award.packnorth.com



Packnorth Award 2025 internationalizes the jury and creates new exciting categories

Packnorth Award is a competition for packaging used in the Nordic market. Skilled designers, material experts and constructors can test their creations against each other.



This year, the award ceremony will take place at the Empack fair in Stockholm on October 1. Don't miss the opportunity to compete to be the best in the Nordic region with your well thought-out and well-designed packaging solutions.



A new feature last year was that the jury selected a package that stood out a little extra, a so-called **Grand Prize**. The winner received an exclusive marketing package on Packnews, where the winning entry is promoted in Packnews selected channels for a whole year at a value of over SEK 100,000. This year we double this and the winner of the Grand Prize 2025 wins a marketing package in all Packnews channels worth **over SEK 200,000**.



Also new last year was the student category, which we call **The Future of the Packaging Industry**, where we welcomed all students to compete with their prototypes and ideas. The category for our students lives on this year and in addition to diplomas and fame, a scholarship awaits the winning entry.



This year we have more news. The jury is expanding from four to five members as we welcome **Paul Jenkins** as a new jury member. Paul Jenkins is the CEO of ThePackHub, a globally recognized consulting firm specializing in packaging innovation. Under Paul's leadership, ThePackHub has become an indispensable resource for brand owners, retailers and packaging suppliers seeking innovative answers to packaging challenges. He led the creation of The Innovation Zone, a membership platform of over 9,400 packaging initiatives from around the world. With Paul Jenkins on the jury, the Packnorth



Award entries will also be put into an international perspective in a new way, giving the winning entries greater international exposure.



Four new categories. In recent years, the market has been flooded with exclusive Christmas calendars from brand owners. If we only look at the calendars and forget about the content, they are often sophisticated and graphically very appealing solutions. But who has done it best? Packnorth Award selects a winner. In addition to the *Christmas Calendars* category, we are adding three more categories: *Take Away Packaging*, *Pharmaceutical Packaging* and *Closures*.

Submit your entry now! The competition is open from February 1, 2025. Submit your entry by September 12. The nominated entries will be announced on September 23.

Showcase your success to the world. Are you in the competition? Have you been nominated? Have you won an award? Then you can download a Packnorth Award badge to show your progress in the competition. More info can be found at award.packnorth.com/emblem.

Welcome to the Packnorth Award.

See you at the award ceremony on October 1st, 13.00, at Empack in Stockholm!

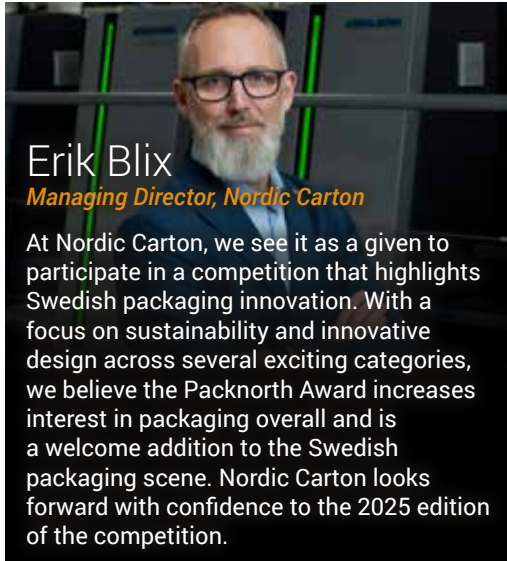


BO WALLTEG
Editor-in-Chief Packnews



DANIEL WAHLGREN
COO AGI Media i Malmö AB

The industry's thoughts on the award



Erik Blix
Managing Director, Nordic Carton

At Nordic Carton, we see it as a given to participate in a competition that highlights Swedish packaging innovation. With a focus on sustainability and innovative design across several exciting categories, we believe the Packnorth Award increases interest in packaging overall and is a welcome addition to the Swedish packaging scene. Nordic Carton looks forward with confidence to the 2025 edition of the competition.



Lars Sandberg
CEO, Blue Ocean Closures

Packnorth Award creates value for us and is all about finding that little something extra — the element that turns packaging into something more than just wrapping. It's a space where ideas are born, where the talents and concepts of the future get a chance to step forward and show what they're made of. And then there's the exposure — being seen at events like Scanpack or Empack, in front of the entire industry. That's big. That's important. And it's exactly what we need to drive innovation forward.



Maria Iversén, *Marketing Manager, Gbgt Box*

Packaging competitions stimulate innovation and creativity by encouraging participants to explore new materials and design concepts. Competitions also offer significant marketing benefits, strengthening brands and increasing market visibility, while acting as barometers of the latest trends and consumer expectations. They often emphasize sustainability, motivating companies to develop greener packaging options and contribute to more sustainable industry practices. By participating in the Packnorth Award, companies gain valuable feedback from industry experts and the opportunity to engage customers by showcasing their innovative solutions.

Award ceremony at Empack on October 1

The interest in Packnorth Award is growing rapidly and the number of entries is increasing every year. The competition is now open at award.packnorth.com.



Last year, the winners of Packnorth Award were announced at Scanpack. This year, Empack is hosting the competition. On October 1, 13.00, the winners will be presented on the main stage at Kistamässan. All the entries will also be presented in all Packnews channels during the fall.

New categories in Packnorth Award 2025

Christmas calendars

For a number of years now, the consumer market has been flooded with different **Christmas calendars** from brand owners with varied content to say the least. The calendars are often very appealing in terms of material, function and, not least, graphics. The Packnorth Awards jury would like to have the opportunity to select the best solution from these points of view.



Three more categories

A very interesting area in view of current legislation is single-use or reusable **takeaway packaging**, so we are adding this category. Also new is the category of **pharmaceutical packaging**, which can range from simple carton capsules to advanced medical aids. The last new category is **closures**, where there will be many new solutions, both in terms of material and function.



Involving students

The Future of the Packaging Industry is the student category established last year, in which Nackademin and its students were prominent participants. The winning entry receives a SEK 10,000 scholarship, an amount awarded by Packnews and Empack.



A Grand Prize will be awarded

In 2024, we introduced a major feature to the competition. The jury selected one packaging entry that stood out the most and was the best overall, regardless of category – the winner of the Grand Prize.

The Grand Prize winner gets to promote their entry free of charge for a full year across all Packnews news sites and newsletters in Sweden, Norway, Denmark, and Finland. The package is valued at **over 200,000 SEK** – double the value compared to last year.



Keep this in mind when submitting your entries



When submitting a product to the Packnorth Award 2025, you'll need to describe the packaging's features so the jury can properly evaluate your entry.

In today's society, packaging must meet far more demands than in the past. Where packaging was once assessed solely on its ability to contain, protect, and market a product, it must now also meet a range of sustainability requirements related to the environment and climate.

How do you create packaging that meets both functional and visual design standards while also addressing environmental and climate considerations in the best possible way?

More detailed information on what to consider is available at: award.packnorth.com/en/register/

How to enter Packnorth Award 2025



Choose which entries you want to compete with



Submit your entries by September 12



The jury members evaluates the entries



Award ceremony
at Empack on
October 1, 13.00



Your company can
promote itself as a
winner



Your packaging
can be promoted
as a winner

More detailed information on how to compete can be found at award.packnorth.com/en/about/

Key dates for Packnorth Award 2025



The competition starts



Last chance for the Early Bird price SEK 2900



Last day of competition



The jury gets to work



Announcement of nominated entries



Award ceremony at 13.00 on Empack

Read more at award.packnorth.com

The categories in Packnorth Award 2025

Beverage packaging



Food packaging



e-commerce packaging



Luxury packaging



Packaging for personal hygiene



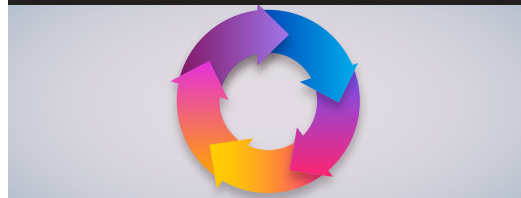
Smart and intelligent packaging



Industrial packaging



Circular/sustainable packaging



Labels



Biomaterial-based packaging



Take-away packaging



Pharmaceutical packaging



Closures



Christmas calendars



The future of the packaging industry



Nordic Bioplastics Association Special Prize



Jury members of Packnorth Award 2025



Paul Jenkins

Founder & CEO - ThePackHub

Paul Jenkins is the founder and CEO of ThePackHub, a globally recognized consulting firm specializing in packaging innovation. Under Paul's leadership, ThePackHub has become an indispensable resource for brand owners, retailers and packaging suppliers. He led the creation of The Innovation Zone with over 9,400 packaging initiatives from around the world.

Felix Helander

Independent marketing and strategy consultant

Felix works with packaging issues as a marketing and strategy consultant. With a background in the packaging and food industry, he has gained experience of the entire value chain, in Sweden and internationally. Felix has worked with all packaging materials and the major product categories.



Katarina Elnér-Haglund

Lecturer Design Sciences, Lund University / LTH

Katarina teaches product development and trains soon-to-be Master of Science in Engineering graduates to collaborate with brand owners and industry in developing the plastic products of the future. Through smart material choices and clever functionalities, products are created to fit well within a circular society. Her experience in the packaging field also includes production processes.

Carsten Bøg

Candidate in environmental and resource planning

He is involved in developing the criteria for the Nordic Swan Ecolabel. On a day-to-day basis, he is head of the Danish Grakom's CSR and environment department. With 30 years of experience, he advises the packaging industry on sustainability, life cycle assessment and resource use and often participates in the public debate with articles on these topics.



Ulla Risager

Lecturer at the Danish School of Media and Journalism

Ulla Risager primarily teaches the BA program in Graphic Design. One of her key research areas is packaging design, where she both teaches and runs research projects. She has a professional background as a graphic designer, art director and photographer.

Bo Wallteg

Chairman of the jury

Bo Wallteg is editor-in-chief of Packnews magazine and Packnews.com, and co-founder of the Nordic Bioplastics Association and Packbridge. He has been a journalist in the packaging industry for over 30 years.



Winners of the Packnorth Award 2024



Winner of the Grand Prize 2024: Blue Ocean Closures



Luxury packaging:
Nordic Carton



Food packaging:
Orkla Food Sverige



Circular/sustainable packaging:
Blue Ocean Closures



E-commerce packaging:
Ranpak

Read more about the winners at award.packnorth.com/en/winners-in-packnorth-award-2024/



Biomaterial-based packaging:
Lignin Industries



Smart and intelligent packaging:
Fibu



Industrial packaging:
Smurfit Westrock



The future of the packaging industry:
Joel Baumgarten och Markus Sydstrand



Nordic Bioplastics Association Special Prize:
Lignin Industries



Packnews Special Prize:
Greiner Packaging

PACKNORTH AWARD



www.award.packnorth.com

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AGI Media i Malmö AB, Altonagatan 5, 211 38 Malmö, Sweden.