



THE COMPETITION THAT SHOWCASES THE  
WIDTH OF THE NORDIC PACKAGING INDUSTRY

# PACKNORTH AWARD 2026



[www.award.packnorth.com](http://www.award.packnorth.com)

AWARD CEREMONY AT EMPACK 2026



## Graphic Design, User-Friendly Packaging and a New Jury in Packnorth Award 2026

Packnorth Award is a competition where packaging solutions available on the Nordic market compete to be the very best. Skilled designers, graphic artists, material specialists, and packaging engineers are given the opportunity to test their solutions against one another.



As last year, the award ceremony will take place at the Empack trade fair in Kista on 30 September.

At the fair, all competing entries will be showcased in the Packnorth Award exhibition. In connection with the exhibition, participants will also have the opportunity to book a small stand where they can display their entry and present it in more detail to interested visitors.



**In addition to the possibility** of being nominated, or even winning, in a category, all entries will once again compete for the Grand Prize. The winning entry will receive a Nordic marketing package on Packnews with a value exceeding SEK 200,000.



**Packnorth Award is continuously evolving**, and the categories vary slightly from year to year. This year, some categories have been removed or merged, and two new categories have been introduced. One of them, *User-Friendly Packaging*, is particularly exciting. In this category, we collaborate with the Swedish Rheumatism Association, which will highlight packaging solutions that deserve to win, or at least be recognised. There is still much to be done in the development of packaging that everyone can handle and use.



The second new category, **Graphic Packaging Design**, is also highly anticipated. Packaging design is to a large extent graphic, something that has perhaps not been highlighted clearly enough before. Now is the time. This category opens up great opportunities for talented designers and design agencies.



**There are also changes within the jury.** Since the start of the competition, we have had a highly competent and dedicated jury, but now it is time for some renewal. Only two members from last year's jury will return. This year, we are establishing close jury collaborations with the packaging network Packbridge, Lund University, and a sustainability expert. You can read more about the jury later in this brochure.



**Submissions for this year's competition** opened on 1 February. The final deadline is 2 September, after which the jury will begin its work. But why wait? If you have an interesting entry, you might as well submit it right away. Entries submitted before 30 April qualify for the early bird rate.

In addition to the exposure your packaging receives at Empack, it will also be featured in Packnews magazine and published on Packnews websites and newsletters across the Nordic region. In other words, significant visibility and marketing value.

**Welcome to Packnorth Award.** We hope to see you at the award ceremony at Empack in Stockholm on 30 September.



**BO WALLTEG**  
Senior Editor, Packnews




**DANIEL WAHLGREN**  
COO AGI Media i Malmö AB

## The industry's thoughts on the award



**Erik Stenberg**  
*Packaging Engineer, T-Emballage*

The competition is a fun and inspiring way for companies to showcase their smart ideas. An award brings increased credibility, strong marketing, and industry visibility. It encourages us as a company in our innovation work and can also lead to new business opportunities. Not to mention, it also creates a sense of pride internally.



**Linn Nyholm**  
*Project Manager, Motherland*

Packnorth Award is based on innovation and packaging development rather than graphic design alone, which is reflected in how entries are judged. By valuing functionality, sustainability, and impact equally with appearance, the competition feels relevant to our daily projects, where ideas must work within clear boundaries. For our clients, a nomination or win is a rewarding recognition of all the effort behind the packaging.



**Sofie Outsen**  
*Marketing Coordinator Scandinavia Smurfit Westrock*

Packnorth Award is important to us because it creates pride among our employees and highlights Smurfit Westrock's innovative, sustainable, paper-based packaging solutions. We see the competition as a valuable and inspiring opportunity to reflect on our own work and gain insight into creative solutions emerging in the industry. It is a strong benchmark for our ambition to consistently exceed customer expectations, strengthens our brand, and offers us a valuable platform to share our award-winning designs with the market.

# Award Ceremony at Empack on September 30

Interest in the Packnorth Award is growing rapidly and increases every year. The competition is now open at [award.packnorth.com](http://award.packnorth.com).



Just like last year, Empack is proud to host the event. On September 30, the winners will be announced on the main stage at Kistamässan. All entries will also be showcased at the Packnorth Award exhibition during the fair, as well as in all Packnews channels throughout the autumn.

## Two New Categories in Packnorth Award 2026

To make Packnorth Award even more relevant for our participants, we have updated the list of categories and added two new ones: **User-Friendly Packaging** and **Graphic Packaging Design**.

### Collaboration with the Swedish Rheumatism Association

Throughout the modern era of consumer packaging, from the mid-1900s onwards, there has been feedback about how easy packages are to handle, especially when it comes to opening them or gripping them. The Swedish Rheumatism Association has, for many years, raised these issues with the packaging industry and has also carried out unique tests on package openability. We want to put even more focus on user-friendly packaging, so we are partnering with the Swedish Rheumatism Association, who will select a number of packages they consider especially user-friendly and have them evaluated by the Packnorth Award jury. Winning this category is undeniably a valuable mark of distinction for any packaging manufacturer, designer, or brand owner. If you have a solution you think should be considered, contact the Swedish Rheumatism Association at [kristina.heilborn@reumatiker.se](mailto:kristina.heilborn@reumatiker.se).



### Who has mastered graphic packaging design?

Graphic design is often crucial to a package's impact. The right design grabs attention on the shelf, triggers the urge to buy, and can even give a sense of exclusivity. The Nordic region is home to many talented designers, design agencies, and packaging producers with great skill in this field. On the jury is Ulla Risager, who teaches graphic design and researches packaging design. She will provide a professional assessment and take main responsibility for selecting the winning entry in this new category, Graphic Packaging Design.

## A Grand Prize Will Be Awarded

Each year, the jury selects one packaging solution that truly stands out from the rest. The packaging deemed best overall, regardless of category, wins the Packnorth Award Grand Prize.

The Grand Prize winner receives a full year of free promotion for their entry across all Packnews news sites and newsletters in Sweden, Norway, Denmark, and Finland. A package valued at over *SEK 200,000*.



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## Keep This in Mind When Submitting Your Entries



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

Today, packaging must meet far more requirements than before. While packaging was once judged mainly on its ability to contain, protect, and promote the product, there are now additional demands for meeting various environmental and climate-related sustainability criteria.

How do you create packaging that fulfills both functional and visual design requirements, while also considering environmental and climate impact in the best possible way?

For more detailed information on what to consider, visit [award.packnorth.com/register/](https://award.packnorth.com/register/)

## Categories in Packnorth Award 2026



Food & Beverage Packaging



Luxury Packaging



E-commerce Packaging



Smart & Intelligent Packaging



Industrial Packaging



Circular/Sustainable Packaging



Takeaway Packaging



Pharmaceutical Packaging



Graphic Packaging Design



Calendars (Christmas, Easter, etc.)



User-Friendly Packaging  
(In collaboration with the  
Swedish Rheumatism Association)



Biomaterials  
(Special Prize from the  
Nordic Bioplastics Association)



The Future of  
the Packaging Industry  
(Student Category)

## How to Compete in Packnorth Award 2026



Choose the entries  
you want to submit



Submit your entries  
by September 2



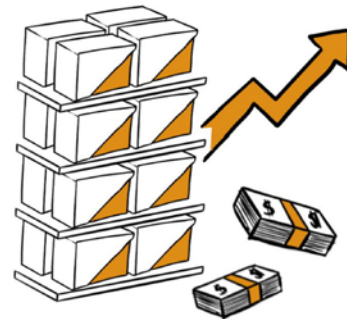
The jury evaluates  
all submitted entries



Award ceremony  
at Empack on  
September 30



Your company  
can market itself  
as a winner



Your packaging can  
be promoted as an  
award winner

For more detailed information on how to enter, visit [award.packnorth.com/about](https://award.packnorth.com/about)

# Key Dates for Packnorth Award 2026



Competition opens



Last chance for Early Bird pricing



Final submission deadline



Jury evaluation begins



Announcement of nominated entries



Award ceremony on the main stage at Empack

Read more at [award.packnorth.com](https://award.packnorth.com)

## The Jury for Packnorth Award 2026



**Paul Jenkins**, *Founder & CEO ThePackHub*

Paul Jenkins is the founder and CEO of ThePackHub, a globally recognized consulting company specializing in packaging innovation. Under Paul's leadership, ThePackHub has become an invaluable resource for brand owners, retailers, and packaging suppliers. He led the creation of The Innovation Zone, which now includes more than 9,400 packaging initiatives from across the world.

**Esbjörn Olofsson**, *CEO Amesol AB*

Esbjörn Olofsson is an entrepreneur who has run companies focused on packaging solutions since 2015. Since 2018, this work is carried out through Amesol AB, which specializes in sustainable solutions and consulting services. Esbjörn is also a speaker and works with global producers of both materials and machinery. For over thirty years, he has been dedicated to advancing a more sustainable future.



**Marie Malmberg Lavsén**, *CEO Packbridge*

Marie Malmberg Lavsén has been CEO of Packbridge, Northern Europe's largest packaging cluster, for eight years. She also has ten years of experience in carton conversion. Through Packbridge, Marie promotes packaging innovation with a focus on the value chain. The cluster drives collaboration between industry, academia, and the public sector. She is highly committed to the important role packaging plays in reducing food and product waste, and thus in supporting more sustainable development.

**Lars Palm, Senior Lecturer in  
Packaging Technology, Lund University**

Lars Palm is a senior lecturer in packaging technology at LTH, Lund University, and also works in the university's collaborations division. His role includes teaching and supervising in sustainable packaging technology and materials, as well as related research and project leadership for the university's partnership efforts. Before joining Lund University, he spent nearly 20 years at Tetra Pak, both as a developer and in leadership roles within packaging material development and conversion. Over his three decades in the packaging world, he has worked at the exciting intersection of academia and industry.



**Ulla Risager, Senior Lecturer at  
Danish School of Media & Journalism**

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

**Bo Wallteg, Jury Chair / Senior Editor, Packnews**

Bo Wallteg is Senior Editor of Packnews and has covered the packaging industry as a journalist for over 30 years. He is the co-founder of Packbridge, founder of the Nordic Bioplastics Association, and former chairman of IPPO, the international association for packaging journalists.



## Winners of Packnorth Award 2025



Grand Prize  
Winner 2025:  
Wellplast



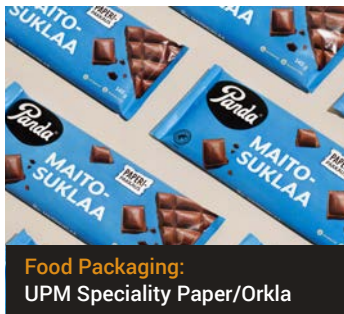
Bio-Based Packaging: Ecohelix



Calendars: All Creative



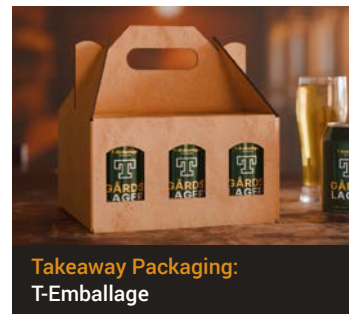
Luxury Packaging: Motherland



Food Packaging:  
UPM Speciality Paper/Orkla



Circular and Sustainable  
Packaging: Metsä Spring



Takeaway Packaging:  
T-Emballage

Read about the winners at [award.packnorth.com/winners-in-packnorth-award-2025/](https://award.packnorth.com/winners-in-packnorth-award-2025/)



**Industrial Packaging:** Wellplast



**E-commerce Packaging:** Ranpak



**Beverage Packaging:** DS Smith



**Nordic Bioplastics Association  
Special Prize:** Ecohelix



**Future of the Packaging Industry (Student Category):**  
Beata Tapola Jakobsson och Sofie Josefsson, Haganässkolan



**Editor's Choice 1:** Solserv



**Editor's Choice 2:** Smurfit Westrock

# PACKNORTH AWARD



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