

Press release - Milan, 22 April 2025

Award-winning packaging! Recognition for the smartest, most sustainable solutions, at IPACK-IMA

Best Packaging 2025 ceremony, scheduled for May 28, celebrates the excellence of Italian packaging

A key event for the packaging industry and a standing appointment to discover high-end packaging solutions, the **2025 Best Packaging Awards** will be held at **IPACK-IMA** (venue: Fiera Milano) from 27 to 30 May 2025.

Every year marks a new chapter in the history of packaging

For over 60 years, the awards - promoted by the Italian Packaging Institute - have been honouring pioneering offerings in packaging, packaging design, and innovative materials, contributing to the development of the industrial culture that is so key to the worldwide success of Italian-made products in the industry.

The 2025 awards selected the finalist projects based on three main criteria, **sustainability**, **technology**, and **experience**, as the grounds for a changing ecosystem across all markets, from food and beverages to cosmetics, beauty, and personal care, as well as chemicals and pharmaceuticals. In this context, emerging trends focus on using less to produce more, enhancing the functions and ergonomics of packaging, and increasing **scalability** and **adaptability**.

Insight from the key players

*"A leading event for the packaging industry, IPACK-IMA is a cross-technology, multi-market platform that offers a detailed overview of the industry and the degree of innovation - showcasing technical solutions, digitalisation projects, and innovative new materials and their applications for sustainability - stated **Francesco Legrenzi**, director of the Italian Packaging Institute -. The presence of our institute at the fair is significant across many aspects, including keeping a finger on the pulse of the market - by meeting both prominent players in packaging and end users - and strengthening international relations through the high attendance of foreign visitors and exhibitors and activities carried out in partnership with WPO. The highpoint of our participation in IPACK-IMA, these awards are both an occasion to recognise companies' commitment and an opportunity to reinforce the network of relationships that makes the Italian Packaging Institute a living organism within the industrial and innovation ecosystem of packaging".*

*"Establishing the partnership between IPACK-IMA and the Italian Packaging Institute was a strategic choice for the fair - said **Valerio Soli**, chair of Ipack Ima Srl -. As it draws in all the markets and focuses strongly on innovation, it is the ideal stage to celebrate the most advanced packaging and packaging design solutions offered by worldwide industry leaders, which are - overall - Italian manufacturers. Hosting major events such as Best Packaging and the WorldStar Awards as a leading venue for the*



THE ART OF INNOVATION



IPACK-IMA MILANO
27-30 MAY 2025
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industry, IPACK-IMA is now a hothouse for innovation worldwide. After broadening its horizons from purely technology, the fair now also focuses on creativity, packaging design, ergonomics, issues which the world of packaging machines faces every day to and are central to advancing development. So, we look forward to seeing you at IPACK-IMA, to explore the future of processing and packaging and meet the people that count”.

In this context, the Best Packaging 2025 competition provides an up-to-date snapshot of a constantly changing market which combines creativity, technology, and sustainability, propelling Italian-made products to international success.

About us

IPACK-IMA is the leading international fair for processing and packaging for both the food and non-food industries. The event is part of The Innovation Alliance, the format dedicated to instrumental mechanics that will be bringing together - at the Fiera Milano exhibition centre from 27 to 30 May 2025 - four industry-leading trade fairs: Greenplast, Ipack-Ima, Print4All, and Intralogistica Italia. With a one-for-all admission ticket, The Innovation Alliance will allow visitors to explore an integrated industrial ecosystem envisioning an ideal supply chain, spanning sustainable solutions for the production of plastics, packaging and processing, printing, converting and goods handling.

IPACK-IMA MILAN

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