



22nd January 2025
Paris Expo,
Porte de Versailles - Hall 7.2
Paris, France

Celebrating Innovation in Packaging & Drug Delivery

Introducing the all-new Pharmapack Awards!

We're making some significant changes to the Awards format for 2025 and beyond and are thrilled to unveil an approach that celebrates excellence across both commercialised products and the cutting-edge innovations shaping the future of pharma packaging.

Gone are the days of exclusivity – now, the Pharmapack Awards are open to all, welcoming entries from across the industry free of charge. Whether you're a seasoned exhibitor or a budding visionary, this is your chance to gain industry-wide recognition.

But that's not all. No longer limited to VIPs and exhibitors, the on-site Awards Ceremony, taking place on the first night of Pharmapack Europe, transforms into a vibrant networking opportunity, with attendees, exhibitors and nominees at the heart of the action.

And for the first time ever, we're introducing a shortlist, showcasing the top entries per category. Shortlisted entries in the running to win an award in 2025 will be revealed in November 2024.

We understand the market is eager to uncover new avenues of innovation, and this year Awards nominees will enjoy unprecedented visibility onsite, by being featured prominently in the Product Gallery. Attendees can interact with the products, meet the masterminds behind them, and witness the future of pharmaceuticals firsthand.

Join us as we celebrate excellence in packaging and drug delivery, at the all new Pharmapack Awards – where innovation knows no bounds.



2025 Categories

For 2025 there are 8 dynamic categories to choose from:

Drug Delivery Innovation

Packaging Innovation

Start-Up Innovation Award

Eco-Design Award

Patient-Centric Design

NEW! Future Leader

NEW! Woman of the Year

NEW! Packaging Company of the Year

Awards Timeline



3 Key Reasons to Enter!

- 1) **Celebrate success** - The Pharmapack Awards is a brilliant opportunity to highlight and celebrate your organisation's hard work, and how you as a company are advancing the industry.
- 2) **Industry recognition** - Pharmapack gathers the most reputable and highly skilled industry names. Winning an award offers your team a moment in the spotlight!
- 3) **Brand Exposure** - Award winners will be called onto the stage to collect their trophy and receive the Pharmapack stamp of approval – but this is just the beginning. Whether your company is big or small – it's the Pharmapack spirit that counts and we look forward to celebrating you there!

5 steps to a winning entry

1

Where Does your Product Fit?

Review each of the categories and the accompanying criteria to decide where your entry will best fit. Once you've selected the correct category, carefully read the criteria distinguishing how your product or service meets ensuring to include as much detail as possible.

We love a metric! Build as much data and evidence into your entry as possible, our Jury is looking for entries which offer proven innovation, or a demonstrable improvement over existing market solutions. Liaise with your in-house specialists to extract as much detail as possible!

Please note Informa Markets reserves the right to move your entry to a different category from the one applied, should this be deemed a better fit.

2

The "Why" Behind your Product

As well as a metric, we love a story here at Pharmapack, and we'd love you to tell us one. Make your submission stand out – we know you're proud of your product, and we want to love it too – so to really wow our jury, ask yourself:

- What is the 'Why' behind your product? What trend, challenge or opportunity sparked its development?
- What problem does it hope to solve?
- What benefits does it offer over existing market solutions?
- Is this truly innovative?
- What evidence or data can you share to support your case?
- What overall impact has it had?

3

Evidence, Evidence, Evidence

Our Jurors are looking to recognise entries which can demonstrate proven impact and tangible metrics, not just interesting ideas. Examples of strong, data-driven entries include:

- When discussing sustainability, reduction of carbon emissions and increase circularity are key metrics – can you prove how your product has reduced emissions? Even if this cannot be precisely measured, an example which helps to show that consideration has been given here will greatly support your entry.
- Has your product won other awards, or been shortlisted in the past? Please include these details
- Costings and unit prices – price is a crucial consideration to balance against innovation
- Documentation – press releases, evidence of clinical trial successes, clinical study reports
- Case studies, testimonials, and other awards you have won

4

Entry Requirements

We ask that each entry is accompanied by a short product demonstration video explaining the functionality of your product or solution. This doesn't have to be a formal marketing video, a quick recording with a member of your team showcasing key functionalities also works. Entries without an accompanying video will not be considered.

Entries to the Eco-Design and Patient-Centric Design categories must be accompanied by a product sample. The sample must reach our offices, [FAO Valentina Mognoni](#), Informa Group, WTC, Tower Ten – 7th-floor Strawinskylaan 763, 1077 XX Amsterdam, The Netherlands by 30th August – Informa Markets is unable to return product samples.

5

An Important Day for your Diary

Please note that all entries and supporting information must reach us by 31st August 2023. Entries after this date will not be considered, so make sure you leave enough time to put your submission together.

Entry Guidelines

- All entries should be written in clear, concise English – please adhere to word limits where specified, keeping answers as specific as possible.
- All entries are treated as confidential, no information will be published without consent.
- Informa Markets reserves the right to move an entry into a different category if they feel it is better suited or to disregard entries which do not exhibit true innovation.
- Entry Deadline is 30th August 2023. Entries submitted after this date will be disregarded.
- Depending on the category you are entering, you will be asked to submit either a product demonstration or a physical sample – this helps our jury make an accurate assessment and is an essential part of your submission



2025 CATEGORIES

DRUG DELIVERY INNOVATION

This category aims to recognise innovative approaches to safe and effective drug administration, across ophthalmic, parenteral, oral, respiratory, transdermal, and topical drug delivery solutions.

We welcome entries with a timeline for launch up until the end of 2027, in either proof of concept or prototype stage.

Ask yourself:

- **Innovation** – Does the entry meet an unmet need, or introduce a new idea, device, method or novelty to the market?
- **Patient Experience** – Does the entry improve patient adherence, experience and outcomes?
- **Ease of Use** – Does the entry promote easy and safe administration by patients or HCPs?
- **Sustainability** – Is the product reusable, ecologically designed or easily recyclable? Does it demonstrate a proven reduction in carbon footprint compared to existing products on the market?
- **Added Value** – Does it offer a competitive advantage in the market and within its category? Is it a cost-effective solution? Does it exhibit flexibility, adaptability or a collaborative approach to development?

MEET OUR 2024
WINNER

PACKAGING INNOVATION

This category aims to recognise innovation in technologies, products, materials, and services relating to primary, secondary, and tertiary packaging solutions for finished drug forms.

We welcome entries with a timeline for launch up until the end of 2027, in either proof of concept or prototype stage.

Ask yourself:

- **Innovation** – Does the entry meet an unmet need, or introduce a new idea, approach, method or novelty to the market?
- **Patient Experience** – Does the entry improve patient adherence, experience and outcomes?
- **Fit for Purpose** – Does the entry adequately protect the drug product for which it is designed? Does it prevent minimal extractable and leachable risk?
- **Sustainability** – Is the product reusable, ecologically designed or easily recyclable? Does it demonstrate a proven reduction in carbon footprint compared to existing products on the market?
- **Added Value** – Does it offer a competitive advantage in the market and within its category? Is it a cost-effective solution? Does it exhibit flexibility and adaptability?

**MEET OUR 2024
WINNER**

START-UP INNOVATION AWARD

This award looks to celebrate and promote those companies who are leading the way for the future of packaging. We want to recognise and celebrate the achievements of small or micro enterprises who have had a great idea, spotted the opportunity and taken the risks to launch a new product or service.

We are looking for entries which demonstrate a clear promise of innovation, growth or sustainable development in pharma. We understand that Start-Ups are often at different stages of development, and accept entries across proof of concept, prototype or commercialised stage.

- **Innovation** – Does the entry introduce a new idea, device, method or service to the market? Does the product have an approved patent or a pending application? This helps our jurors to assess the feasibility of the product when assessing entries.
- **Industry Disruptor** – Does this product have the potential to disrupt the industry or become the future benchmark for innovation and change?
- **Sustainability** – Is this product created with sustainability in mind? Does the product have a clear carbon footprint? Please ensure that a suitable metric can be provided.

MEET OUR 2024
WINNER

PATIENT-CENTRIC DESIGN

For this award, the jury members are looking for entries that are designed to improve safety, experience and adherence for the patient or caregiver.

The Jury will consider entries that have received market authorization from a qualified national authority for a newly commercialized medicinal product after January 2024.

- **Design Innovation** - Does the entry meet an unmet need, or introduce a new idea, device, method, or novelty to the market? Does it offer a competitive advantage?
- **Patient Experience** - Does the entry improve patient adherence, safety, experience, and outcomes? Does it reduce dosing errors, is the patient information created with the user in mind, and is it readable and accessible for all patients? Is it easy for the patient to recycle the product?
- **Ease of Use** - Does the entry promote easy and safe administration by patients or HCPs? Is it easy to open and re-seal, is it portable, intuitive, discrete, and ergonomically designed?

Please note, entries to this category must be accompanied by a product sample. The sample must reach our offices, FAO [Valentina Mognoni](#), Informa Group, WTC, Tower Ten - 7th-floor Strawinskylaan 763, 1077XX Amsterdam, The Netherlands by 30th August - Informa Markets is unable to return product samples.

**MEET OUR 2024
WINNER**

ECO-DESIGN AWARD

Recognising products and solutions which prioritise recyclability, environmental awareness, and a reduced carbon footprint.

The Jury will consider entries that have received market authorization from a qualified national authority for a newly commercialized medicinal product after January 2024.

- **Carbon footprint** – Does the product demonstrate a significant decrease in the environmental impact vs other products on the market?
- **Sustainability** – Is the new product more sustainable or easier to recycle than existing solutions on the market? Does it demonstrate a reduced use of plastic, or if plastics are used, are they chemically compatible or jointly processable during recycling? Are labels and pigments minimized? If the product is composed of several materials, can they be easily separated during the recycling process?

Please note, entries to this category must be accompanied by a product sample. The sample must reach our offices, [FAO Valentina Mognoni](#), Informa Group, WTC, Tower Ten – 7th-floor Strawinskylaan 763, 1077XX Amsterdam, The Netherlands by 30th August – Informa Markets is unable to return product samples.

**MEET OUR 2024
WINNER**

FUTURE LEADER – NEW!

NEW
FOR
2025!

Each generation brings a different perspective, and this award seeks to recognise those rising stars, the pharma leaders of the future, bringing a fresh approach to the industry.

We invite applications from candidates with a minimum of five years' work experience within a pharma, biopharma company, academic or research institution. The entrant should be no older than 35 by the time of the Awards ceremony in January 2025.

- **Leadership & Collaboration** – What makes the entrant stand out as an emerging talent or leader? Examples could relate to managing teams, inspiring colleagues, taking on additional roles and responsibilities, noteworthy contributions to out-of-the-box projects, introducing new ideas, methodologies or initiatives or exceptional academic achievements.
- **Recognition** – How has the nominee demonstrated outstanding performance in their role? Have they received external or internal awards or nominations, or been endorsed by colleagues or clients for their work?
- **Personal Brand** – What steps has the nominee taken to build their profile, both internally within their organisations and externally? Have they contributed to scientific journals, undertaken thought leadership roles or built a significant social media presence?
- **Industry Involvement** – Is the nominee committed to the development of the broader pharma industry – this could involve participating in conferences or events, being a part of industry groups or associations, leading employee initiatives, volunteering, coaching etc.

WOMAN OF THE YEAR – NEW!

NEW
FOR
2025!

An award to recognise women leaders in pharma packaging. This category celebrates those who seek to inspire and uplift colleagues and peers, are committed to supporting diversity and inclusion and act as an advocate for progression and change in the pharma packaging sector.

- **Leadership & Collaboration** – Is the nominee an exemplary leader, are they compelling and progressive? Do they give a voice or platform to others through their leadership style?
- **Advancement** – How has the entrant broken down barriers to create or facilitate opportunities for women in industry? Have they led initiatives or projects which promote or empower underrepresented communities?
- **Inspiration** – Is the nominee seen as a role model within their organisation, or across the wider industry? Are they confident, and open to tackling difficult conversations or challenging the status quo?
- **Contribution to the Wider Industry** – Has the nominee contributed to the development of a more diverse pharma industry – examples may include, thought leadership, mentorship, involvement with associations, employee initiatives, volunteering, coaching etc.

PACKAGING COMPANY OF THE YEAR – NEW!

NEW
FOR
2025!

An award to recognise market leaders in pharma packaging. This category celebrates organisations which can demonstrate growth, innovation, positive impact and prioritise the needs of patients, partners and employees.

- **Achievements** – Can the entrant demonstrate the positive impact of their packaging solutions on patient outcomes, medication adherence, supply chain efficiency or sustainability? Have they been recognised as market leading by other industry stakeholders?
- **Growth** – How has the entrant achieved business or revenue growth, driven profitability or increased their overall market share? This could be via expansion into new regions or markets, product launches, acquisitions or investments.
- **Innovation** – Is the nominee seen as an innovator within the realm of pharma packaging? Can they demonstrate a commitment to developing new packaging materials, technologies, or designs that improve safety, usability, patient experience, or sustainability?
- **Leadership** – Has the nominee exhibited leadership within the pharmaceutical packaging industry through involvement with industry associations, policymakers, events or working groups? Have they contributed to the development of industry standards or pioneered new trends and practices?
- **Quality, Safety & Compliance** – Does the entrant have a strong track record of producing high-quality packaging materials that meet regulatory standards and ensure the safety, security and traceability of pharmaceutical products?
- **Contribution to the Wider Industry** – Has the entrant contributed to the advancement of our industry through specific initiatives? Examples may include projects relating to CSR, diversity, well-being, inclusion, employee safeguarding or sustainability.

ENTER NOW!

* To submit your application you will need to register in our platform.

QUESTIONS?

If you have questions regarding the Pharmapack Awards or are unsure as to which category you should apply to, please contact valentina.mognoni@informa.com

Good luck with your entry!