

Greiner Packaging Wins Two Green Packaging Star Awards for Sustainable Innovations

Kremsmünster, Austria. September 25, 2025. Sustainability, innovation, and functionality - this combination convinced the jury of the Green Packaging Star Awards 2025 to award Greiner Packaging. The company won in two categories: CUBO was honored as an “environmentally friendly logistics solution,” while the Click In seal lid received the award in the “food protection solutions” category. These honors once again highlight the packaging manufacturer’s commitment to sustainable and user-oriented packaging solutions.

Modern packaging has to meet a wide range of expectations: it should save resources, protect food, and at the same time meet the demands of retailers and consumers. What often seems like a balancing act is transformed into concrete solutions by Greiner Packaging. With innovations such as the CUBO and the Click In sealing lid, the company proves that ecological responsibility and product safety can go hand in hand. Both developments exemplify the vision of making packaging not only more sustainable, but also smarter and more future-proof.

CUBO: Square in concept, sustainable in practice

With its new CUBO packaging design, Greiner Packaging is focusing on a square shape that offers numerous advantages over conventional round cups.

Thanks to optimized stackability, up to 35 percent more cups can be transported per pallet, which makes more efficient use of storage space and significantly reduces transport costs. Assuming an annual production of 25 million cups, this corresponds to a saving of around 160 truck trips. At the same time, the design offers additional opportunities for brand exposure: the flat sides allow for particularly good visibility on the shelf and generous space for branding and product information. CUBO also impresses in terms of material and processing with its flexibility. It can be made from PP, PET, or r-PET and can be designed using various decoration techniques such as in-mold labeling, sleeves, or cardboard-plastic combinations (such as Greiner Packaging’s K3®). This combination of material savings, reduced transport distances, and design options led to the award in the “Environmentally Friendly Logistics Solution” category.

Click In sealing lid: One click, sealed quick

Greiner Packaging has reinterpreted the tried-and-tested sealing lid: the Click In Sealing Lid reliably protects food from spillage or premature spoilage, and takes it even one crucial step further. After opening, it can be easily resealed, and an acoustic “click” signals that the cup is now securely closed - even if the cup tips over or falls. This keeps products protected and fresh for longer, and consumers can store them safely on the go or at home.

The familiar advantages of the classic sealing lid remain: it saves material, as no additional sealing foil is required, and the cup and lid are made of the same material. This mono-material solution makes it easy to separate and efficiently recycle the components in the recycling process. In combination with the secure resealability, the Click In sealing lid thus offers a well-thought-out overall package of product protection, ease of use, and proven ecological efficiency that convinced the jury.

“We are delighted to receive this recognition. It confirms that our ideas not only drive innovation, but also offer real added value for the environment, logistics, and consumers. Our vision is to develop packaging solutions that not only inspire today, but also set standards for tomorrow,” says Jörg Sabo, Global Director of Marketing & Innovation at Greiner Packaging, who accepted both awards at the Fachpack trade fair.

Green Packaging Star Award: an important industry benchmark in the DACH region

The Green Packaging Star Awards recognize outstanding innovations in German-speaking countries every year. The awards are given to packaging solutions that combine sustainability, functionality, and cost-effectiveness in a special way. The focus is particularly on resource-saving materials, CO₂ reduction, and the circular economy. The awards are considered an important industry benchmark and highlight the solutions in the DACH region that will play a decisive role in shaping the future of the packaging industry.



Caption proposal: Greiner Packaging wins two Green Packaging Star Awards with CUBO and Click In sealing lid.

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Text document and high-resolution images available for download:

<https://greinerpackaging.canto.de/b/JF472>

About Greiner Packaging

Greiner Packaging is one of the leading European manufacturers of plastic packaging in the food and non-food sector. For over 60 years, the company has stood for a high level of expertise in finding solutions in development, design, production, and decoration. Greiner Packaging meets the challenges of the market with two business units: Packaging and Assistec. While the former stands for innovative packaging solutions, the latter focuses on the production of customized technical parts. Greiner Packaging employs over 4,900 people at 30 locations in 18 countries worldwide. In 2024, the company achieved an annual turnover of 875 million euros (incl. joint ventures). This is more than 40% of Greiner's total turnover.

Greiner Packaging Media Contact:

Peter Dobosz

Global Expert PR & Content Marketing

Greiner Packaging International GmbH
Gewerbestraße 15, 4642 Sattledt, Austria
Mobil: +43 664 4110735
E-Mail: p.dobosz@greiner-gpi.com