



Copyright by www.phocst.com

June 10, 2022, Dusseldorf, Germany

## PACCOR'S INTERACTIVE, DIGITAL FAIR BOOTH WINS TWICE AT THE GERMAN BRAND AWARD 2022

**PACCOR, one of the leading global players in the plastic packaging industry, has braved the pandemic and provided its customers and all interested stakeholders with an interactive tour through a digitally built PACCOR world. The digital world was implemented using the latest technological means. The experience is amazingly real and unique. And now also awarded.**

PACCOR's interactive, digital fair booth wins the German Brand Award 2022 twice: First in the category "Excellent Brands - Digital Brand of the Year" and second in the category "Excellent Brands - Trade Fairs & Event Locations". We celebrate that! At the award ceremony and German Brand Convention, where the German Brand Institute selects the winners in two competitions and more than 60 categories.

The German Brand Award - a special distinction for successful brand management in the German-speaking world - is the first award we can be happy about together with the agency Full Moon Brandcode GmbH from Stuttgart.

"Many thanks to the German Brand Institute for the award and of course to the whole team of Full Moon for the great cooperation and for the ideas, passion, and commitment," says Sonja Teurezbacher, VP Group Communications & Marketing at PACCOR. "I am grateful that our Executive Board had the courage to take such a unique and modern venture with us. It has paid off," concludes Sonja.

Enter the [interactive world of PACCOR](#) and check out [its making-of!](#)

**MEDIA CONTACT:**

Sonja Teurezbacher

Vice President Group Communications & Marketing

[communication@paccor.com](mailto:communication@paccor.com)

## ABOUT GERMAN BRAND AWARD

The "German Brand Award" is a unique award for successful brands, consistent brand management and sustainable brand communication in German-speaking countries. The initiator is the German Design Council from Frankfurt am Main, which was founded to strengthen the competitiveness of German companies. Companies, agencies, and organizations can apply for nomination in 21 disciplines and 35 industries. More: <https://www.german-brand-award.com/en/>

## ABOUT FULL MOON

For more than 20 years, Full Moon Group GmbH has been one of Germany's most renowned agencies in the field of corporate and employer branding as well as communication. Around 75 dedicated employees take our clients' projects to new dimensions. In addition to its focus on employer branding, Full Moon is an expert in digital & communication, live communication and people & talents. The agency has a unique portfolio that enables it to implement a wide range of services from different specialist areas with high quality standards. With individual services tailored to its clients, Full Moon Group GmbH is the competent partner for medium-sized, but also global corporate clients. More: <https://fullmoon.de/en/>

## ABOUT PACCOR

At PACCOR we create innovative and sustainable packaging solutions for the consumer, food, and foodservice market. Our overall goal is to protect what is worth being protected: our planet, our partners' products, and our employees. We have high expertise in developing and providing valuable rigid plastic packaging products. Our solutions meet current market trends by constantly thinking outside the box. With around 4,000 dedicated employees in 18 countries, PACCOR is a global player in the packaging industry. Everything we do contributes to the protection and hygienic safety of valuable products. PACCOR leads the transition towards a circular economy. Because we believe this is the best way to achieve real change in the industry and to create shared value for all our stakeholders and society. More: <https://www.paccor.com/>