AWARDS 2026

November 2025

What are the EDP Awards?

Launched in 2007 by the European Digital Press Association (EDP), the annual EDP Awards have become widely acknowledged as among the most prestigious technical awards in the digital printing, publishing, and packaging industries, reaching over half a million readers.

Brief History and their Purpose

From the beginning, the EDP Awards set out a clear mission: to honor best-in-class innovation in digital printing, publishing and packaging — not through popularity votes, but through technical merit. The jury is composed of independent experts — editors, engineers and consultants — who evaluate entries across categories such as software, large and wide format printing, commercial printing, packaging printing, finishing and embellishment, inks and substrates, automation and quality control.

Over the years, the awards have mirrored the evolution of the industry: as digital print matured, packaging gained importance, software and automation took center stage and environmental criteria became essential. The EDP Awards have consistently adapted their categories to reflect these changes.

Why Are the EDP Awards Important?

There are several strong reasons why the EDP Awards remain meaningful today, 22 years after their launch.

1. **Industry-recognized benchmark**

Because the jury is technical and independent, winning an EDP Award signals that a product or solution meets high standards of innovation, quality, performance, usability and environmental

benefit. For buyers in digital print, packaging, or finishing, seeing an “EDP Award winner” can act as a credible indicator when comparing manufacturers or technologies.

2. **Enduring Impact of Award-Winning Technologies**

Many winners have not been flash-in-the-pan launches but products that have genuinely transformed the industry. The 2015 winners — HP Latex 360, Agfa Anapurna M3200i RTR, Mimaki CJV150/300 Series, Ricoh Pro C7100X, Canon Océ VarioPrint i300, HP Indigo 20000 Digital Press, Highcon Euclid II+, and 3A Composites SMART-Xnatura — set enduring benchmarks.

The EDP Awards were also among the first to promote software as a distinct category, paving the way for companies like Esko, Dataline, and Hybrid Software to establish themselves as innovation leaders.

This track record gives the Awards weight: they are not just a marketing badge, but a reflection of what the industry considers forward-looking at any given time.

3. **Recognition of Hybrid and Cutting-Edge Solutions**

The EDP Awards were the first to recognize the hybrid DM340 from BOBST, which created a new dimension in label production, and more recently the DM55, which brought new perspectives to short-run folding carton production. Hybrid solutions are also gaining traction in large format — as seen with the award-winning HP Latex R530W. Durst, too, has seen many of its innovations recognized, reflecting the Italian manufacturer’s strong position as a leader in radical new technologies.

Among all winners, HP has been recognized the most since 2007 — a testament to both its leadership and the success of those who trust the brand. The recent HP Indigo 120K HD Digital Press (Commercial Printing up to B2) and the HP PageWide T4250 HDR (Web-fed Printer – LEP / Toner / Inkjet / Hybrid) are just the latest examples.

4. **Marketing and Differentiation Value**

For manufacturers, winning an EDP Award is a powerful way to stand out. For buyers, it provides a validated shortlist of innovative solutions. As Michael Seidl from the EDP Awards Association says: “If you hesitate between two manufacturers, you may want to check the recent EDP Awards.”

5. **Trendspotting and Evolving Criteria**

The Awards evolve continuously: categories such as Automation, Quality Control, Software, and Sustainability (inks & substrates) have gained growing importance. They now act as a barometer of where the industry is heading — with Automation emerging as a leading theme for the 2026 edition. As Herman Hartmann, head of the EDP Awards jury, notes: “Only in this way it is possible to acknowledge the value of the research and development efforts of our industry.”

Important Aspects of the EDP Awards

A clear understanding of the Awards’ strengths and limitations helps contestants appreciate their real value and what to expect from the evaluation that follows.

- Entry-based, not exhaustive – The Awards recognize entries submitted by manufacturers. If a breakthrough product isn’t entered, it may be overlooked despite its impact. “Do not forget to submit for the 2026 edition,” reminds Jean Poncet from the EDP Awards Association.
- Relative weight and impact – Large players may already enjoy strong visibility, but the EDP Awards offer a unique opportunity for smaller companies to amplify their reach and stand out from the crowd.
- Time-lag and momentum – A product may receive an award at launch, yet its real-world success might take months or years to materialize. The award should be seen as an indicator, not a guarantee.
- Marketing vs. Substance – Some may treat the trophy as a badge rather than proof of deep innovation. It remains crucial for buyers to understand what the awarded product truly delivers.

EDP Awards: Celebrating the Innovators Shaping the Industry

Since 2007, the EDP Awards have consistently recognized meaningful innovations, provided a credible benchmark and helped manufacturers and buyers alike evaluate technological leadership. For buyers, seeing “EDP Award winner” is a valuable filter. For manufacturers, a win brings recognition. As Michael Seidl concludes: “The EDP Awards matter because they reward those shaping the future of our industry.”