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Creative Impulse Award: The Winners 2025

Frankfurt am Main, February 2025. Frankfurt is celebrating courage, innovation, and creativity! The Creative Impulse Award 2025 honors the most groundbreaking ideas of the year, recognizing products that push boundaries and explore new horizons. On today's opening day of Creativeworld, the prestigious awards were presented in collaboration with Chmielorz Verlag. Here are the 2025 winners.

Five categories, countless creative visions – and a panel of five expert judges tasked with selecting the most innovative products. The top three winners in each category were honored today at Creativeworld in front of an industry audience, proving one thing: The creative sector is more vibrant than ever. "Year after year, the Creative Impulse Award showcases the incredible innovative power within this industry. The entries are not just products – they are ideas that bring new energy to the market. Experiencing this is both inspiring and motivating," said Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt, during the 2025 award ceremony. This year, more than 40 products from 11 countries competed for the prestigious accolade. Here are the winners:

The Acrylic Paint Stix by Mungyo Kyojai Co. took home the award for **Product of the Year**. These innovative sticks expand the possibilities of acrylic painting, offering vibrant, lightfast colors without the need for brushes or water. Their fast-drying formula and ergonomic design allow for both precise detailing and large-scale application—ideal for professionals and beginners alike.

For the first time ever, an award was presented for **Children's Product of the Year**. The winner: Himi Goto Museum Coloring Book by Hangzhou Miya Stationery. This unique book introduces children to famous art museums through interactive creativity. Each page of the two-volume set can be individually designed or connected to form a continuous scroll, transforming art education into an engaging, hands-on experience. The expert jury praised its exemplary fusion of interactive learning and creative expression.

Complete sets are all about immersing oneself in a world of creativity. This year's winner in the **Complete Set of the Year** category is the Cyanotype Kit by Jacquard Products, which brings the magic of cyanotype printing (iron-blue printing) to life. The kit includes everything needed to create stunning prints, from chemicals and negative film to specialized brushes and premium platinum paper.

The **Sustainable Product of the Year** award celebrates eco-friendly innovations that prove sustainability and creativity can go hand in hand. The 2025 winner is Reslin, a 100% biodegradable resin by Unicraft BV. This soft, flexible material is perfect for decorative art and can be combined with natural elements like glass powder or stones for endless creative possibilities.

Sustainable materials also take center stage in the **Artist Product of the Year** category. The winner: Primacryl Professional by H. Schmincke & Co. The newly reformulated premium artist acrylic paint offers 90 colors in two consistencies, using microplastic-free binders and recycled packaging. With vegan pigments and eco-friendly cadmium alternatives, this range blends top-tier quality with responsible innovation.

All award-winning products, detailed information on the winners, and exclusive insights into the jury's decision-making process for the 18th Creative Impulse Award can be found in the official award brochure, available for download at: www.wll.news/download/creative-impulse-award-2025/.

You can find image material in the [Creativeworld press area](#) starting tomorrow morning.

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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