



FORCE wins 2 GDUSA American Package Design Awards™

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Graphic Design USA 2021 American Package Design Awards

GDUSA has announced the winners of their 58th American Package Design Awards™ showcase and published the winners online (the print edition will be available in a few weeks), and among them was FORCEpkg, a Lancaster, PA design agency.

Direct Link to FORCE Winners Gallery: <http://contests.gdusa.com/gdusa-contest-winner?cc=apda21&ids=0|11|193&iy=&im=>

For nearly six decades, GDUSA has sponsored design competitions that spotlight areas of excellence and opportunity for creative professionals. The GDUSA Package Design Awards™ was created to recognize the value of package design that is both attractive and strategic. The annual competition includes more than 20 categories ranging from Food & Beverage to Beauty & Personal Care to Animals & Pets to Electronics & Computers as well as specialty categories such as Sustainable Design, Luxury Design and Private Label Design.

Reflecting the continuing importance of package design, more than 2,200 entries were received overall this year — one of the biggest totals ever despite this tumultuous year — and a highly selective Top Ten Percent have been selected as winners, and presented with a Certificate of Excellence.

FORCE won for their work on Invisible Glass COVID Response Products and Stoner Car Care Brake Dust Eraser. The FORCE Crew now has over 50 packaging design awards to their credit.

GDUSA Editor Gordon Kaye comments: “Package design is more critical than ever, and the depth and breadth of our annual competition reflects that. In this era in which audiences are fragmented, communication is cluttered, and brand loyalty is challenged, package design is uniquely positioned to advance the brand promise, inform and persuade, and to forge an emotional connection at the moment of truth.”

“It’s great to be recognized and receive packaging awards, but the design still has to win at retail and motivate that purchase decision.”, said Tom Newmaster, Partner at FORCE.

Brian Harper, Partner at FORCE added, “Working with such a talented team allows us to design solutions-based packaging for our clients which helps to further leverage their brand at retail.”

Photos: Product/package photos and Award icon available here: <https://app.box.com/s/95q6q7nd0yk5ofxa29jb5k3kz9acqxtj>

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About FORCE:

FORCE is a design and branding agency that is built on a results-oriented philosophy. FORCE delivers designs that impact the decisions consumers make at retail. The FORCE crew has strategic and tactical design experience across numerous categories, including automotive, breakfast cereal, cheese, confectionery, fresh produce, frozen food, hardware, household cleaning, housewares, ice cream, nutritional supplements, meat, outdoor, OTC and snacks.

To learn more about FORCE, visit <https://www.forcepkg.com>

About GDUSA:

For 58 years, Graphic Design USA has been the business-to-business magazine for graphic design professionals. GDUSA covers news, people, project, trends, technology, products and services. The GDUSA brand now includes a 50,000 visitor-a-month website, monthly e-newsletters, print and digital editions of the magazine, and several Design Annuals covering the best in Graphic Design, Package Design, Web Design, In-house Design and more.

To learn more about GDUSA, visit <http://gdusa.com/>