



FORCE wins big at SEMA Show 2019

Las Vegas, Nevada
November 5-8, 2019

SEMA Show New Products Awards

The Specialty Equipment Market Association (SEMA) just held its 2019 event in Las Vegas. At a New Products Breakfast on Tuesday, November 5th, winners were named, and among them was FORCEpkg, a Lancaster, PA design agency.

FORCE won for their work on Stoner Car Care®, Invisible Glass® Clean & Repel™ Washer Fluid Additive, in the best new merchandising display category. The awards, presented across 16 categories, spotlight innovative and cutting-edge specialty-equipment products either already on the market or soon to be introduced. Judging criteria for the awards encompasses quality, craftsmanship, technical achievement, marketability and consumer appeal. More than 3,000 products were entered for consideration for 2019.

The merchandising display was a team effort between FORCE, Stoner Car Care®/Invisible Glass®, and York Container. The overall design concept and graphics were developed by FORCE, and the structural development and printing was provided by York Container. Says Tom Newmaster of FORCE, "Agencies and brands talk a lot about collaboration, and this win is proof that the concept is more than just a cliché...it really works!" All three Pennsylvania-based companies have worked closely together on numerous projects and receiving this award at SEMA is a great way to wrap-up the year.

SEMA Global Media Awards

At an awards event on Wednesday, November 6th, the Global Media Awards were handed out and the work of FORCE was recognized with three more awards.

FORCE won two awards for their work on Stoner Car Care®, Invisible Glass® Clean & Repel™ Washer Fluid Additive. The recognition came from Mexico and Norway. In addition, FORCE was honored with a third GMA for the Invisible Glass® Glass Stripper from the Honduras judge. Each county/magazine is allowed to select 10 products from the thousands of products in the new products showcase.

The Invisible Glass® Glass Stripper was a team effort between FORCE, Stoner Car Care®/Invisible Glass®, and Grafika (based in Berks County, PA). The overall design concept and graphics were developed by FORCE, and the structural development and printing was provided by Grafika. Says Brian Harper of FORCE, "This is a text book example of how strong relationships deliver a winning result." The three Pennsylvania-based companies have worked together on several Stoner brands and being recognized by Global Media representatives is a great way to close 2019.

Photos: Awards presentation and product/package photos available here: <https://app.box.com/s/h1j3wv4lph9y9hyc9ig7cljp417s99qw>

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