



FORCE_{pkg}

CELEBRATES THEIR NEW STUDIO WITH AN OPEN HOUSE ON OCTOBER 11TH

“We invited somewhere between 80 and 100 people,” said Tom Newmaster, “and more than 200 showed up.”

FORCEpkg is a packaging design and branding agency led by Partners Tom Newmaster and Brian Harper, seasoned design professionals who have worked together since 1989 at firms in the Philadelphia area. Together they’ve helped launch new products for brands like Hershey’s, Reese’s, Advil®, ChapStick®, Invisible Glass® and many others, in categories that range from snacks and pharmaceuticals to automotive, personal care and performance nutrition.

Says Newmaster, “Brian and I were ready to take our industry experience and create our own model. We went from a large agency environment to my dining room table (that only lasted a year) to this great new studio.”

“We took the top floor of what passes for a skyscraper in Lancaster,” adds Harper. “Actually, the views are stunning. But, in addition to ample space, we had something very specific in mind. No cubicles, forget the private offices and the bullpen. I told the architect to design us a space like a welcoming coffee house, an open floor plan that allows everyone to collaborate and comfortable nooks where people can focus in on the work in their own zone. We added a conference room with a glass wall, and the vibe is just what we had envisioned.”

FORCEpkg got off to a roaring start. Says Newmaster, “I had a non-compete that lasted about two years and then, as the saying goes, we’re off to the races.” Since opening for business in 2017, the staff of about 15 has created consumer experiences for clients such as Side Delights®, Stoner Car Care®, Levels® Performance Provisions, and GSK brands Advil®, ChapStick® & Robitussin®, just to name a few. The account management team is lead by Chris Fahringer, VP, Director of Accounts, and Stephanie Bennett, Senior Designer, leads the design team.

“Every package design firm says their process is unique, but when you get right down to it, most are exactly the same. We follow one very specific objective — to create an executable packaging design that delivers a solid ROI. This starts with listening to the client’s strategy and asking better questions.”

One thing that sets FORCEpkg apart is their ability to work anywhere. Says Newmaster, “Before we got the new studio, we needed a way to make our team accessible to clients and put real meaning behind the claim that ‘we’re collaborative’. So, we built all of our systems with mobility in mind and outfitted a trailer as a ‘mobile office’. This results in more direct interaction with clients, and builds strong, longer lasting relationships. This isn’t necessary for every project or needed for every client, but sometimes it’s necessary to get stuff done. We call it ‘going mobile’ and we try to do it as often as possible.”

ABOUT TOM NEWMAS Tom has 25+ years of experience in CPG branding and package design. From 1998 to 2016 he was a principal and co-owner of WFM. Over the past 3 years, Tom has overseen the launch of FORCEpkg, a branding and packaging design firm he founded and owns. Newmaster has been immersing himself recently in the cannabis industry — becoming a thought leader on the subject. His articles have been published in Brand Packaging, Packaging Strategies, BXP, FoodDive and others.

ABOUT BRIAN HARPER Brian has 25+ years of experience in CPG branding and package design. From 1999 to 2017 he was an Art Director at WFM. Over the past 2 years, Brian was freelancing and then joined FORCEpkg earlier this year. Brian’s CPG experience and ability to “make good designs/designers great” is an extremely valuable asset for this new disruptive design agency concept.

