



FORCE wins 3 GDUSA American Package Design Awards

New York, NY
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Graphic Design USA 2020 American Package Design Awards

GDUSA announced the winners of their 57th American Package Design Awards™ showcase on April 17th and published the winners online (the print edition will be available at the end of the month), and among them was FORCEpkg, a Lancaster, PA design agency.

<http://contests.gdusa.com/gdusa-contest-winner?cc=apda20&ids=011018711018810189&iy=&im=>

FORCE won for their work on Levels Performance Provisions Whey Protein Powder, Motsenbocker's Lift Off Stain Remover Kit, and Side Delights Gourmet Petite Potatoes. Package design and related disciplines are increasingly the difference makers in communicating the message, advancing the brand, and influencing the purchasing decision. The outstanding work showcased here — from 200 elite designers and producers — attests to the reality that is 2020. This annual competition celebrates beauty and style, of course, but even more important, the power of deliberate design to forge an emotional link with the buyer at the moment of truth.

"It's great to be recognized and receive awards, but when it's across three unique product categories, it solidifies the strength of our design team, or what we like to call 'The FORCE Crew' ", said Tom Newmaster, Partner at FORCE.

"Our task was to design a Lift Off Stain Remover package that communicated the benefits of 3 distinctly different products," said Brian Harper, Partner at FORCE. "The plan was to utilize a large window for a quick labeling read and to maintaining an overall clean looking package without all the clutter."

"We challenged the design team to communicate the beauty and style of high-end dining while providing package design cues that would be just as stimulating visually on the shelf," said Kathleen Triou, President and CEO of Fresh Solutions Network. "We designed the packaging for a consumer that wants to be excited about their food choices and who loves to bring the restaurant experience home."

Photos: Product/package photos and Award icon available here: <https://app.box.com/s/d9fzbecxwxznq5jf80ywtolpcd7p9nkh>

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About FORCE:

FORCE is a design and branding agency that is built on a results-oriented philosophy and 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 Levels: Levels began with the search for something purer . . . We recognized supplements hadn't changed but everything around it had. What existed was a hellscape of products that were loaded with artificial sweeteners, imitation flavors, and bogus fillers. We deviated from the model that's been used for years and began to reimagine supplements with purposeful nutrition and carefully chosen ingredients. What emerged was something genuine that complimented anyone's lifestyle, whether a jogger, powerlifter, yogi, surfer or daily grinder. With quality and taste at the core of our inspiration, we found that astoundingly simple was truly unconventional.

To learn more about Levels, visit <https://levelsusa.com/>

About Lift Off: Lift Off® stain removers break the molecular bond of stains so they can be lifted off when blotted, rather than dissolved and spread around when wiped. Plus, patented Lift Off EnviroScience® ensures these hard-working stain removers are gentle for your home, office, and the environment. Lift Off products are low in VOCs, biodegradable, and safe for the environment, surface, and user. They can be used on a variety of surfaces, including concrete, brick, tools, tile, carpeting, clothing, and upholstery/fabric.

To learn more about Lift Off, visit <https://www.liftoffinc.com/>

About Side Delights: Side Delights® fresh potatoes are grown in the best growing regions in the country. Potato taste, texture and performance are better when they are "Grown Where It Matters". We continually strive to delight you and your family with new, innovative products to fit every meal as well as delicious recipe suggestions. From our farms to your table. Enjoy!

To learn more about Side Delights, visit <https://www.sidedelights.com/>

About GDUSA: Graphic Design USA (GDUSA) was founded in 1963. It has been in business for over five decades and operates as a B2B information source for professional graphic designers. GDUSA covers a wide range of services, products, technology, trends, projects, people, and industry news.

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