

For Immediate Release

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Engdahl Richards, Inc. Receives National Award from Graphic Design USA

Award recognizes excellence in design packaging for local brand simplyneutral

ST CLOUD, Minn. – February 1, 2011 – Engdahl Richards, Inc. announced today that it received an American Package Design Award from Graphic Design USA for a series of pieces it created for simplyneutral, LLC.

Graphic Design USA hosts a number of annual national competitions in a variety of design disciplines, including graphic, inhouse, web, and package design. The organization's goal is to spotlight excellence in design and emphasize its value to business and society.

The 2010 competition drew 1,500 entries, of which just 15 percent were awarded Certificates of Excellence.

Engdahl Richards received the American Package Design Award for a series of labels it created for simplyneutral, a local manufacturer of non-toxic cleaning products that called on the agency to help it rebrand in 2010. Vice President Glenn Richards created the new packaging, which was designed to reflect the strength and attitude of iconic character Rosie the Riveter.

"The American Package Design Award celebrates the power of design to advance brands and forge an emotional link with the buyer at the moment of truth," said Richards. "It's an honor to be recognized by such a respected organization for developing functional creative."

As a winner, Engdahl Richards' package design will appear in an online gallery and in the GDUSA American Package Design Awards Annual, which is seen by 100,000+ graphics, marketing, and business decision makers.

About Engdahl Richards, Inc.

Engdahl Richards, Inc. was founded in 2010 by veteran designers Steve Engdahl and Glenn Richards in St. Cloud, Minnesota. The full-service marketing firm offers an array of services—from brand development to logo design to labels and packaging—without the hierarchy or overhead of the typical agency. For more information, visit www.engdahlrichards.com.