



Private Brand Design Excellence Awards

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Sonia Gafsi of Sams Club and Dennis Whalen of Michael Osborne Design with their four awards.

Sam's Club Daily Chef Premium Quality Elbow Macaroni was named the best of show in PLBuyer's Design Excellence Awards this past Monday evening. The award was accepted by Maurice Markey Vice President, Private Brands of Sam's Club, Sonya Gafsi Senior Director, Private Brands of Sam's Club and Dennis Whalen, Vice President of Michael Osborne Design.

The package, designed by Michael Osborne Design, also won as the best in the On-Shelf category. Osborne and Sam's Club also captured a top prize in the baby care category with its design for Sam's Club's Simply Right Baby Formula and won the refrigerated national brand equivalent category with its design for Sam's Club's Artisan Fresh Artichoke Spinach Dip.

Other winners included The Fresh Market's chocolate bars in the on-shelf premium category; Mariano's Vero coffee in the premium beverage category; Spartan Stores Spartan Ice Cream in the frozen national brand equivalent category; Pharmaca Integrative Pharmacy for its Pharmaca Hand Soaps in the health and beauty care category; CBX and Walgreens for its Pet Shoppe line in the pet care category.

International winners included Watt International, Toronto, for its design of Canadian retailer Longo's value line for frozen foods and its design of Canadian retailer Zellers's Sentiments line of women's items in the beauty and cosmetics category. South Korea's Lotte Mart won in the eco category with its Smart Eco facial tissue. International design consultancy P&W won for both Tesco and Fresh & Easy work.

Fourteen category winners were announced by PLBuyer Publisher Brion Palmer at a special awards ceremony Monday evening held in conjunction the annual Private Label Manufacturers' Association trade show. PLBuyer assembled a panel package design experts to judge the more than 100 entries it received in the contest, which was completely redesigned itself this year. Look for all the winners in this month's magazine.

