

WFM GDUSA AWARDS  
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PRESS RELEASE

**WFM Design Firm Wins Three GDUSA Awards**  
*Two Retail Food Brands and a Hardware Brand  
Are Recognized for Clean, Effective Design*

SHILLINGTON, PA; March 11, 2014 – The award-winning WFM design firm (formerly William Fox Munroe) recently garnered three 2013 Graphic Design USA American Package Design Awards, the company has announced.

The three awards span several retail market categories. Keenwa Krunch is a refreshed hybrid quinoa snack food brand with bold new brand colors, Klamath Basin Fresh Organics is a brand potato line that gained wide distribution with effective variety indicators and Trim Shine is a line extension for an established brand of automotive cleaning products. Each design provides optimum “shop-ability,” helping consumers navigate the choices in the aisle and leave the store with the right variety.

**Different but the same**

The key to refreshing the existing Keenwa brand was to not only reflect quinoa’s heritage, but also to introduce it to mainstream culture in an energetic, contemporary way that would resonate with an active, health-conscious audience. WFM updated the existing bowl icon around a product window, providing a perfect way to reconcile the Inca-inspired element with a newly vibrant, high-energy background.

The colors that now dominate each package are the flavor variety indicators, unified in boldness and intensity, and the core brand message is contained in the central logo, bowl and caring hands. The new overbrand, eatKeenwa, is a call to action and the “fuel your greatness” tagline inspires fitness warriors to take control of their diets.

The Klamath Basin Fresh Organics potato brand charged WFM with coming up with a more innovative and versatile packaging strategy. WFM created a new logo, reemphasized the organic differentiation of the product and managed the development and print execution of 11 variety colors that dominate the packaging. The paper packaging created a better canvas and more space for educational information of all kinds while still featuring a product-viewing window, moved to the back of the package. “We gave the segmented design strategy a lot of thought,” WFM Partner Tom Newmaster says. “The challenge was to create a branded-product look without a brand. Now the whole potato section looks better than before.”

The previous Trim Shine packaging showed a close-up of a car exterior that had become dated and no longer communicated Trim Shine’s ability to restore color and shine to automotive trim surfaces—both exterior and interior. The new package

design focuses on the surfaces which Trim Shine protects by using a combination of two textural design elements: vinyl and metallic.

To consumers, these textures represent both the interior and exterior automotive finishes that benefit from the application of Trim Shine. By eliminating the need to show an automobile on the packaging, WFM provided a solution that targets the product's uses while alleviating the potential visual miscommunications inherent in the previous graphic treatment.

The new Trim Shine design also complements the existing, flagship Invisible Glass product line design, which WFM had previously developed. The design team took their typographic cues from the Invisible Glass line, modified the spark icon and then incorporated it as part of the new Trim Shine branding. In addition, the Stoner logo received a refresh that gives it better positioning in the layout and a cleaner read.

### **Navigating the retail landscape**

Challenger brands are raising the quality bar at retail in more creative—and colorful—ways than ever before. From small, independent startups to retailer-driven private label, these branding strategies work hard to capture shoppers' attention—and to keep it.

The WFM package design firm in Shillington, PA, has recently helped a handful of brands execute boldly colorful challenger strategies with flair and precision. "It might be counterintuitive," explains Newmaster, "but challenger brands actually have much more freedom in design strategies than most established national brands."

One way to do that, as with both Keenwa Krunch and Klamath Basin potatoes, is to forego a primary brand color and elevate variety accent colors to primary positions on packages. The rainbow effect grabs attention as a contrast to the common, expected blocks of brand color on store shelves.

### ***About WFM – "Designing Compelling Consumer Experiences"***

*Originally established in 1972 under their founder's name, William Fox Munroe, WFM has been creating high-quality packaging designs for over 40 years. Today, they continue that legacy with their dedication to developing memorable, award-winning packaging and point of sale materials. With a staff of specialized designers creating compelling graphics everyday, WFM is uniquely qualified to provide exceptional, cost-effective design solutions on time and on budget. WFM's mission is to assist every client in developing their brands in ways that enhance the consumer experience while reinforcing the product message. They are focused, fast, and friendly, qualities essential to building strong and lasting relationships with a diverse clientele who benefit from WFM's extensive category expertise, marketing experience, and strategic colors increase "shop-ability" in both color blocking and variety identification.*

**Images Attached:**

*Keenwa Krunch (eatKeenwa.jpg): Keenwa Krunch’s bold, saturated colors increase “shop-ability” in both color blocking and variety identification.*

*Klamath Basin (KBFO.jpg): WFM developed a uniform and informed approach for Klamath Basin that would make it easier for consumers to shop for potatoes.*

*Trim Shine (TrimShine.jpg): Combining vinyl and metallic on the package design communicates that the detailer works on cars’ interior and exterior surfaces.*

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eatKeenwa.jpg



KBFO.jpg



TrimShine.jpg