

Rouge 24 Receives Prestigious Vertex Award
Creative agency recognized for Sam's Club private brand packaging

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Branding and packaging design agency Rouge 24, Inc., was recognized as a silver award-winner in the 2014 [Vertex Awards](#) competition for its Daily Chef Organic packaging design for Sam's Club. Created by Christopher Durham, the founder of [My Private Brand](#) and the vice president of retail brands at [Theory House](#), and Phil Russo, the publisher of [Global Retail Brands](#), the annual Vertex Awards is a global competition devoted to the art of private brand packaging design.

The packaging design of the Daily Chef Organics products—a line extension of the Daily Chef brand—paired the existing Daily Chef shield with a clean, white background and simple photography to reinforce the idea that organic food is about simple and uncomplicated ingredients. “The trend for organic packaging design is very clean with lots of white space, so most of our focus was on tweaking the photography,” said Ann Macdonald, president and CEO of Rouge 24, which also received a bronze award in last year's competition for their rebrand of the Daily Chef line.

This year, the competition received more than 250 entries from 21 countries and 55 retailers, with qualifying designs required to have been introduced in-store between November 2013 and November 2014. A highly esteemed panel of industry experts from around the world judged each entry on five criteria: design, information architecture, originality, structure and x-factor.

“It's a tremendous honor to be recognized with a Vertex Award in the private label industry, which is experiencing rapid growth and expansion,” Macdonald said. “This organization is an extremely important player in the private brand industry, and they're very highly respected.”

About Rouge 24, Inc.

Rouge 24, Inc., is an award-winning boutique branding and packaging design agency whose clients accounted for \$7.6 billion of the private-label market last year. Employing a cloud-based, technology-forward structure that maximizes efficiency, Rouge 24's remote team of individuals with diverse expertise located across the country creates tailored solutions for each brand. Founded in 2009 by Ann Macdonald, Rouge 24 is also a certified Women's Business Enterprise National Council (WBENC) Woman Owned business.

For more information, visit www.rouge24.com.

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