

## **Rouge24 Receives 2015 Vertex Award**

Third consecutive annual win for private brand creative agency

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For the third consecutive year since the annual [Vertex Awards](#)' inception, creative agency Rouge24, Inc., was recognized for its private brand packaging design achievements. This year, Rouge24 received a bronze award in the 2015 competition for its Member's Mark Electronics packaging design for Sam's Club. The global competition, which recognizes outstanding private brand packaging design, was 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 packaging design for Member's Mark Electronics—a new line for Sam's Club—features metallic inks and foils, three-dimensional effects and graphic red light energy waves that give it a high-tech look that pops on store shelves. The majority of product information appears on the back of the packaging to maintain a simple, clean and easily accessible appearance. "The line was so well-received that Sam's Club has expanded it," said Ann Macdonald, president and CEO of Rouge24.

This year, the Vertex Awards received more than 250 entries from 23 countries and 59 retailers, with qualifying designs required to have been introduced in-store between November 2014 and November 2015. A panel of industry experts from around the world judged each entry on five criteria: design, information architecture, originality, structure and x-factor. Rouge24 received a silver award in the 2014 competition for its Daily Chef Organics packaging design and a bronze award the previous year for their rebrand of the Daily Chef line—both from Sam's Club.

"We're extremely honored to be recognized with this prestigious industry award," Macdonald said. "I'm so proud of our talented, hard-working team."

### **About Rouge24, Inc.**

Rouge24, Inc., is an award-winning boutique branding and packaging design agency whose clients account for over \$8 billion of the private-label market. Employing a cloud-based, technology-forward structure that maximizes efficiency, Rouge24's remote team of individuals with diverse expertise located across the country creates tailored solutions for each brand. Founded in 2009 by Ann Macdonald, Rouge24 is also a certified Women's Business Enterprise National Council (WBENC) Woman Owned business.

For more information, visit [www.rouge24.com](http://www.rouge24.com).

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