



## Prized Packages: Private Brands Team Wins Global Design Awards

July 17, 2018

The Retail Business Services private brands team received three Vertex awards for the design of product packaging. The Vertex Awards, created by Christopher Durham, president of [My Private Brand](#), and Phil Russo, publisher of [Global Retail Brands](#), are the only global competition devoted exclusively to the art of Private Brand package design.



On July 10, Durham visited the Salisbury, N.C., office to present the awards to SVP Juan De Paoli and the Packaging Design team. Pictured from left to right are Jordan Stine, Private Brands Label Design Manager; Durham; Patrick Fraser, Director, Private Brands Label Design; and Regulatory; Paul Skozilas, Private Brands Label Design Manager; and De Paoli.

The Retail Business Services Private Brands team won awards in three categories, including:

- **Silver: Limited Time Originals - Holiday.** Limited Time Original products, sold at the time of the award at Giant Food and Stop & Shop, are now available to all Ahold Delhaize USA brands.
- **Bronze: Giant Food and Stop & Shop Pasta Sauce.** The Retail Business Services team creates and designs own-brand products as a service to the U.S. brands.
- **Bronze: Etos Face Mask.** Etos' health and beauty products are now available to the brands of Ahold Delhaize USA.



The awards, in their fifth year, are judged by a panel of industry experts from around the world and awarded based on creativity, marketability and Innovation

"I'm so proud of and appreciative of the efforts of all of those who helped develop these wonderful packaging designs, including the design team and others throughout the organization," said De Paoli. "As a team, we're humbled by the recognition and appreciate the Vertex awards and its founders for acknowledging, and helping to elevate the visibility, importance and quality of private brands in the industry."

View a brief write-up of the award presentation on the My Private Brand website [here](#).