

## Flowdesign wins two 2008 clear choice awards

Flowdesign continues to garner industry acclaim by earning two clear choice awards at the Glass Packaging Institute (GPI) award ceremony in Las Vegas, NV, earlier this month. Over the past decade, Flowdesign has amassed 10 clear choice awards for glass packaging. In winning the Non-Carbonated beverage category for XanGo Juice and the food category for On The Border Salsa, Flowdesign developed both the brand labels and structural designs. This year's ceremony recognized twelve consumer product goods (CPG) companies for their achievements in expanding the frontiers of glass packaging design.

Both award acceptances can be viewed at the YouTube links below.

XanGo, LLC: [http://www.youtube.com/watch?v=Dn4\\_hkJBRnc](http://www.youtube.com/watch?v=Dn4_hkJBRnc)

Truco Enterprises, LP: [http://www.youtube.com/watch?v=gq\\_xjkj6O9c](http://www.youtube.com/watch?v=gq_xjkj6O9c)

### **Non-Carbonated Beverage Winning Product: XanGo**

**Manufacturer:** XanGo, LLC

**Design Firm:** Flowdesign

**New Product Trend:** Creating brand identity and marketplace leadership by using a contemporary, custom bottle design

**Packaging Description:** XanGo hired Flow-Design, Inc. of Detroit, Mich., to create a complete brand identity—including the logo and bottle—for the original Mangosteen fruit supplement. XanGo introduced a new glass package for its beverages, featuring updated brand elements that reinforce its category creator position and worldwide market leader, including the use of the bold XANGO logotype and the Whole Fruit icon. XanGo is now presented in a very contemporary, pinched waist, tall, slender, clear glass container that allows the beautiful burgundy fruit juice color to show through. The indented seam that curves up the side of the label is a border between the logo and embossed emblems of the mangosteen cross-section.



XanGo captured the essence of its Thailand origins with a mix of contemporary and traditional shapes, colors, and icons. The total package is finished with a clear PSL label and contrasting orange color shrink top sleeve over a 33MM aluminum closure system making the final offering as inviting as the product contained within.

**Food Winning Product:** [On the Border Salsa](#)

**Manufacturer:** Truco Enterprises, LP

**Design Firm:** Flowdesign

**New Product Trend:** Combining glass container shape, embossing and innovative labeling to enhance brand recognition

**Packaging Description:** In the last quarter of 2007, Truco Enterprises, LP, launched their new 47 oz. "ON THE BORDER" salsa container. They chose a glass container with the brand name "ON THE BORDER" embossed on the neck of the container as well as contour embossing around the shoulder in order to create greater brand recognition. The package is finished with a Pressure Sensitive Label utilizing tactile inks on the word "ON THE BORDER," making this glass container the complete package.



The 2008 Clear Choice Awards judging panel included representatives from the packaging academia, packaging design and the packaging trade media. The entries were judged on aesthetics, creativity, marketability, and form and functionality.

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