

## STRATEGIA DESIGN CREATES AWARD WINNING PRIVATE LABEL PACKAGING FOR SMART & FINAL

Fairfax, VA (PRWEB) October 30, 2009—Strategia Design, a leading product packaging design and brand consultancy firm announced today that one of their most recent designs for the West Coast retailer Smart & Final is a winner in *Private Label Buyer* magazine's 2009 Private Label Packaging Awards.

The award was given for the retailer's new Sun Harvest line of frozen pizzas. The packaging features a newly designed illustrated logo, updated photography, and warm, appealing colors.

"We're always honored when our designs are recognized by our industry peers," says Deborah Ginsburg, Strategia's owner and CEO. "Smart & Final took on the huge task of rebranding its entire Henry's Farmer's Market line to become Sun Harvest. Marketing By Design, a design studio that partners with mainstream, natural and organic and private label companies, brought us in to develop and lead the branding and design effort."

Strategia Design created designs for over 1400 items for both Sun Harvest and First Street Brands working closely with Smart & Final and Henry's company executives to create a new logo and product packaging that is appealing to today's consumers and that would extend across several hundred SKUs.

"Private label plays a pivotal role in many retailers' inventories in this tight economy," says Ginsburg. "Our Sun Harvest product designs meet consumers' needs for quality communication and appealing graphics while helping retailers establish their brands and build customer loyalty."

Strategia Design is a women-owned certified business specializing in branding, product packaging design, and high-end design solutions for retailers and businesses looking to develop and evolve their brand identities and grow their visual equity. For more information about Strategia, please visit them online at [www.strategiadesign.com](http://www.strategiadesign.com).