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We're out of the (pizza) box creative and hungry to share our news

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Strategia Design has just designed over 1,200 skus for West Coast retailer Smart & Final's First Street and Henrys Farmer's Market Sun Harvest brands.

Our collaboration was a hit. Our designs were first rate. And our frozen pizza box design won a Private Label Buyer magazine's 2009 Private Label Packaging Award for Smart & Final.

The award was given for the retailer's new Sun Harvest line of frozen pizzas. Strategia Design created a new illustrated logo, for the brand, updated photography, developed a package with warm, appealing colors and lots of taste appeal.

Going to be at PLMA this year? If so, please stop by to see our partner, Marketing By Design, a design studio that partners with mainstream, natural and organic and private label companies. They brought us in to develop and lead the branding and design effort for Smart & Final and will have packaging and design samples on display at booth #8004. We won't have a booth this year. Deborah Ginsburg, President and owner of Strategia Design will be acting as a special press correspondent for Private Label Magazine. She will be exploring manufacturing and branding trends in the private label industry.

*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. We are also eager to bring our award winning designs to companies needing to fill small business set aside accounts.*

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