

ADWEEK Interviews Design Force President for Feature Article: “New & Improved Private Label Brands”

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Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Design Force, Inc.](#)

Agency: **Design Management Resources, Inc.**

Marlton, NJ--Design Force Inc. proudly announces that its president, Ted Mininni, was among a handful of experts, including Jack Trout, interviewed for an ADWEEK feature article entitled: “New & Improved Private Label Brands”, which has appeared in the esteemed publication’s latest issue, October 22, 2007.

ADWEEK is a globally read weekly business publication with a unique focus on client/advertising agency relationships, the best creative work and successful global advertising strategies. ADWEEK is a Nielsen Business Media publication, covering national, global and regional advertising news of importance.

As the ADWEEK article points out so well: “Store brands are fighting big brands in several key ways: a new sensitivity to consumers’ changing lifestyles; quick-response times (a result of their ability to collect data at point-of-purchase); stylish packaging; and higher quality ingredients”.

When interviewed about his thoughts concerning the new aesthetic for private label packaging, Design Force president Ted Mininni observed: “Packaging is the most enduring marketing with consumers. It’s the moment when consumers get to interact with the product, the vehicle where they spend the most amount of time with the product. For private label brands, that’s usually their only opportunity to look upscale.”

Mr. Mininni went on to point out that the most successful store brand packaging does not look generic; nor does it seek to mimic the national brands. He then went on to cite examples of some of the most successful private label packaging programs that he is very familiar with: Wegman’s, Trader Joe’s and Target. Mr. Mininni also discussed how these retailers’ instantly recognizable private label packaging have consistently and successfully been designed to be effective in every category from frozen foods to utilitarian household products.

To read the entire article, please go to this link:

www.adweek.com/aw/magazine/article_display.jsp?vnu_conten...

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About Design Force

Design Force, Inc. is a metro New York based brand identity and package design consultancy to the global brand leaders in the toy & entertainment and food & beverage industries. Over their 17 year history, they've developed a brand expertise that helps their corporate clients gain a significant competitive advantage in their respective categories. They are deeply committed to building global brand leaders through strategic design.

To contact Design Force, or Mr. Mininni, please call 856-810-2277, or go online at www.designforceinc.com

[You can find this press release here](#)