



package design + branding agency

*"strategy-driven package design and branding"*

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# PRINT

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## A3 Design Named A Winner in Latest Regional Design Annual Awards

Project selected as an award-winning design from top creative teams and individuals.

**[Rochester, NY]**—BOPS, a project developed by A3 Design, was chosen as one of 345 award-winning designs in the 2013 Regional Design Annual. This highly selective and well-regarded competition, sponsored by Print magazine, is the most comprehensive survey of graphic design in the United States and recognizes outstanding creative work produced by individuals and groups. The work in the 2013 Regional Design Annual is divided into six geographical regions: South, Southwest, Midwest, East, Far West and New York City.

The six regional judges evaluated more than 4,000 entries and selected winning projects that demonstrated an ideal mix of design, communication concepts, strategy and execution. Designers and creative teams from across the U.S., representing individuals, small firms and major corporations and organizations, such as Turner-Cartoon Network Marketing and MoMA, were among the entries. Submissions were judged by Petrula Vrontikis (Far West), Dana Lytle (Midwest), Stan Church (New York City), Frank Baseman (East), Hank Richardson (South) and Doug May (South West).

BOPS, Baked Organic Potato Snack, was designed for Good Boy Organics by A3 Design. It has been recognized within the industry with a number of prestigious awards and now included in the 2013 Print Regional Design Annual. BOPS has been on the shelves of retailers across the nation for over a year with great success and can be found at Whole Foods, Earth Fare, Wegmans, and many other retailers throughout the states. Visit [GoodBoyOrganics.com](http://GoodBoyOrganics.com) for more information.

All winning entries will be prominently featured in the December 2013 issue of Print magazine.

Print is accepting nominations for this year's New Visual Artists; information is available at <http://www.printmag.com/design-competitions/new-visual-artists/>

### About A3 Design

A3 Design is a family-owned Package Design + Branding agency lead by the husband and wife team of Alan and Amanda Altman on the outskirts of Rochester, NY. Their strategy-driven package design with "Pick me up!" power has been winning awards for its effectiveness and creativity since the agency's inception in 2003. With a focus on value, clear communication and company culture, A3 Design works with companies to identify their corporate story and bring it to life with compelling graphics through branding and retail presence. Visit [A3-Design.com](http://A3-Design.com) for more information.

### About Print

Print magazine ([printmag.com](http://printmag.com)) is the oldest bimonthly magazine about graphic design and visual culture, showcasing extraordinary design since 1940. Print covers all aspects of the field, from publication and book design to animation and motion graphics to environmental design. Print sponsors several design competitions, such as the New Visual Artists, and offers a wide variety of products, such as design tutorials, graphic design books and online education. Visit [printmag.com](http://printmag.com) for more information.