

## Vancouver Design Firm Creates Award-Winning Packaging Design

### KIMBO Design's chocolate bar packaging receives recognition in two prestigious award competitions

**Vancouver, BC, Canada – Aug 8, 2012** – Vancouver branding and design firm KIMBO Design Inc. has been recognized for creative excellence in packaging design. The firm was awarded a 2012 Summit Creative Award for their Chocolate Garden packaging series. As further testament to their talent for high-end design, Chocolate Garden was also a finalist in the 2012 Design Edge Regional Design Awards.

KIMBO Design was selected by the Summit International judges from among hundreds of top design firms from all over the world. Meanwhile, Chocolate Garden was a serious contender in this year's Design Edge "Reggie" Awards. This recognition positions KIMBO Design as a leader in packaging design solutions.

KIMBO Design was retained by local chocolatier La Petite Souris to impress customers with a sophisticated packaging design. Inspired by the art nouveau and arts and crafts movements, KIMBO Design applied a floral pattern to the designs, evoking a garden theme. Meanwhile, the rich hues complement the essential ingredient in each handcrafted bar.



"We are honoured to be recognized as an award winner in the packaging design industry," says Kim Pickett, Principal/Creative Director of KIMBO Design. "We will be applying our sustainable design approach to similar projects in the near future."

A leader in sustainable design, KIMBO Design opted for a simple approach to packaging. Rather than use a corrugated box, they created labels. This reduced the amount of packaging and materials required, resulting in energy savings.

KIMBO Design also worked with carbon-neutral printing company MET Fine Printers. The labels were printed using UV light cured inks. These inks are VOC-free and completely recyclable.

#### About KIMBO Design

KIMBO Design Inc. is a Vancouver branding and website design firm providing high-level, high-end graphic design and web development. With a key focus on campaign branding and tailored technical solutions, the KIMBO Design team is committed to delivering exceptional and personalized service for all companies desiring a superior online and offline brand.

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