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REDESIGNED GUND LOGO SELECTED AS DESIGN COMPETITION WINNER

EDISON, NJ — GUND is proud to announce that its new rebranding and company logo have been selected as winners of *Communication Arts* magazine's 57th annual design competition. Over four thousand total entries were submitted to a jury of creative professionals; only one hundred and sixty-one projects were selected as winners.

GUND's new logo was a major part of a 2016 corporate-wide rebranding, completed in partnership with NYC-based Cynda Media Lab. The logo pays homage to the company's tradition by means of a friendly, playful, and creative logo that draws focus on the most emotionally expressive elements of GUND's signature products. This new look and feel encompasses GUND's core values such as high-quality huggability, while also highlighting a new brand message to a wider contemporary audience.

"We're honored to be recognized for our new logo," said GUND Vice President of Marketing Sally Drewes. "The rebranding process was a true labor of love, and it's wonderful to see our work resonate with the industry."

The winning designs will be represented in the September/October 2016 issue of *Communication Arts*.

About GUND

GUND®, a division of Enesco, LLC, is known worldwide for its top quality, soft, and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 118-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia, and South America. GUND products may be found in gift, specialty, toy, book, museum, and department stores as well as many other retail outlets. To find your nearest retailer or to purchase directly please visit www.gund.com.

About Enesco

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains, and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada, and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia, and Asia. The company's

product lines include some of the world's most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, GUND®, Boyds®, Department 56® Villages, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, The Trail of Painted Ponies®, and Lilliput Lane®, among others. Further information is available at www.enesco.com.

About Communication Arts

Communication Arts is a professional journal for designers, art directors, design firms, corporate design departments, agencies, illustrators, photographers and everyone involved in visual communications. Through its editorials, feature articles and the annual competitions it sponsors, CA provides new ideas and information, while promoting the highest professional standards for the field.

About Cynda Media Lab

Cynda Media Lab is an award winning interdisciplinary design studio focusing on serving human needs through the innovative combinations of visual communication, user experience design, and digital technology. Cynda Media Lab's venerable client list includes the Disney music legend — Alan Menken, technology giant — Google, international renowned cultural institution — The Museum of Contemporary Art Taipei, and the world leading toy design company — GUND. Cynda Media Lab's design has been featured in numerous publications including, How to Start Your Career as a Graphic Designer, published by Allworth Press.

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