

For Immediate Release:

Local Firm Selected as a Winner in the  
2013 American Package Design Awards.

Whitefield, Maine - April 2, 2013 – Lulu’s Garden, LLC of Whitefield and design firm Elm Street Printing & Graphics of Camden, have been named winners of the 2013 American Package Design Awards by Graphic Design USA. The award was for a new shelf display for Lulu’s Garden Maine-made, 100% all natural lip and hand balms and was entered in the point-of-purchase category.

“I’m so excited about this award,” Lee Bodmer, owner of Lulu’s Garden said. “It’s such an amazing feeling to see our display next to POP work from major brand’s like AT&T, Sharpie, Rubbermaid, Unilever and Molson Coors Canada.” Over 1650 entries from across the country were judged in 18 different categories.

From the publisher: “For five decades, Graphic Design USA has sponsored national design competitions that spotlight areas of excellence and opportunity for creative professionals. Of these, the American Package Design Awards continues to be the fastest growing. The reason is simple but profound – marketers are challenged as never before to convey their message. Package design – along with the related disciplines of point-of-purchase and in store graphics – are increasingly the difference makers in the purchasing decision. This competition celebrates well-designed graphics, of course, but also the power of design to advance the brand promise and forge an emotional connection with the buyer at the moment of truth.”

For more information on 2013 American Package Design Awards, visit:

<http://www.gdusa.com/contests/apda13/types/gallery.php?g=POP>

Photo caption: Lulu’s Garden point of purchase display designed by Elm Street Printing & Graphics of Camden was elected as a Winner in the 2013 American Package Design Awards.

**About Lulu’s Garden LLC** – Maine-based Lulu’s Garden manufactures and markets natural products with a purpose. Lulu’s Lip Balm and hand therapy products are made with all-natural ingredients and 100% essential oils Lulu’s Garden products are available in fine retailers locally and throughout the United States. For more information, call 207.221.5202 or visit [www.inlulusgarden.com](http://www.inlulusgarden.com).

**About Elm Street Printing & Graphics Inc.** - Elm Street Printing and Graphics provides Essential Marketing Services for Business: Marketing Consulting, Graphic Design, Print Services that match your needs, Sales promotional, Web design & hosting made easy, Email & Direct Marketing and Mailing services. The firm is located at 94 Elm Street in Camden. For more information call 207.236.2896 or visit [www.elmstreetprinting.com](http://www.elmstreetprinting.com).

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For more information contact:

Lee Bodmer

[sales@inlulusgarden.com](mailto:sales@inlulusgarden.com)

207.221.5202