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GUND Named Reader's Choice Winner in HOW Logo Design Awards

EDISON, NJ — GUND is proud to announce that its recent rebranded logo was chosen as a Reader's Choice winner in the 8th Annual HOW Logo Design Awards. The voting public chose GUND's logo out of 20 award-winning designs, from more than 1,200 total submissions. This prestigious competition sponsored by HOW magazine has been recognizing great logo design since 2008.

GUND's rebranding project was conducted by NYC-based digital branding agency Cynda Media Lab.



"GUND's logo reflects the emotional connections our products inspire in customers of all ages," said GUND Vice President of Marketing Sally Drewes. "We're so proud to be recognized by readers of HOW magazine."

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 119-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.gundbusiness.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®, Department 56® Villages, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Cherished Teddies®, The Trail of Painted Ponies®, among others. Further information is available at www.enesco.com.

About HOW

Founded in 1985, the HOW brand began its life as a print magazine. Today, the brand still includes an award-winning design magazine, but has grown to encompass a host of products and events including several design competitions, HOW U's online design courses, design books (available at MyDesignShop.com) and more. Whether you work for a design firm, for an in-house creative department or for yourself, it's our mission to serve the business, creativity and technology needs of graphic designers.

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