

## **MENASHA PACKAGING WINS BIG AT DESIGN OF THE TIMES COMPETITION**

**NEENAH, WI (October 21, 2010)** -- Menasha Packaging won fourteen awards—more than any other competitor—at the annual 2010 Design of the Times Competition, including one platinum, four gold, six silver and three bronze.

The winners were announced at the 2010 Shopper Marketing Expo in Chicago. The Design of the Times Competition recognizes the year's most creative and effective in-store solutions. Menasha's temporary and permanent display entries were evaluated on their ability to command attention, connect with the shopper, convey information and close the sale.

Menasha Packaging partnered with Kimberly-Clark to win seven Design of the Times awards for the new U by Kotex product displays and HUGGIES® Little Movers Jeans Diapers display. Characterized by bold, black packaging and bright colored accents, the dramatic look of U by Kotex is breaking category convention, closing sales and gaining national attention. Menasha's winning displays for the U by Kotex line include:

### **GOLD WINNER**

#### **U by Kotex Permanent Shelf Trays**

These permanent plastic trays are completely adjustable to serve a wide array of retailers. The curved lip folds over the shelf to give a finished look.



## **SILVER WINNERS**

### **U by Kotex Cosmetic Tray**

This tray grabs attention with inviting outer curves and cascading shelves that expose and organize cartons by type and size.



### **U by Kotex CTS Gravity Feed**

The grab-and-go gravity feed broadcasts the brand's youthful approach, with clear poly "windows" that turn product into billboards.



### **U by Kotex Walgreens Speed Table**

This six-foot floorstand features a curved 3-D header and four skirt panels. Back-to-back shelves make the display shoppable from two sides.



### **U by Kotex Tin Mini Wing**

Dramatic black background comes alive with high-pop colors, multiple diecut curves and spot-varnish accents. Decorated purse-size tins fit neatly onto stylized shelves.



## **BRONZE**

### **U by Kotex Target End Cap**

This striking U by Kotex End Cap, designed for Target, is color-coordinated and easy to see, shop and touch from three sides.



### **About Menasha Packaging**

Menasha Packaging Company LLC, based in Neenah, Wisconsin, is a subsidiary of Menasha Corporation. Founded in 1849, the Wisconsin-based firm celebrates 160 years of manufacturing excellence with a proud heritage built on quality products, personalized service, dedicated employees, and innovative printing and design capabilities. Menasha Packaging, with more than 1,700 employees, is a leading provider of graphic consumer packaging, merchandising solutions, corrugated packaging, food packaging, shipping containers and material handling solutions, and is home to the Retail Integration Institute. With design, sales service centers, and corrugated and paperboard plants located throughout the United States, the company's mission is to help their customers move and sell their products. For the latest product information, visit [menashapackaging.com](http://menashapackaging.com).

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