

19 may 2010

Dear friends,

We are happy and proud to share with you that Neumeister has been awarded two Pencils at the 2010 One Show Design Awards in New York, in the categories "Branding/Logo/Trademark Design" and "Package Design", both for Gyttopp. One Show Design, now on its tenth year, has become a highly respected worldwide competition that's unique in the industry for recognizing excellence in design.

Gyttopp AB is the result of a merger of Gyttopp Cartridge Company AB and HDF Gyttopp Jakt AB. The merger has created one of the leading companies within the hunting sector with Scandinavia as a priority area. The new brand identity needed to connect both companies internally and externally, signal Gyttopps long history within the hunting sector and at the same time show that the company is dedicated to continuous innovation. Key touch points included logo, packaging, catalogues, market communications material and the web site.

Robert Gyll, CEO, Gyttopp AB – "The outcome enabled Gyttopp to successfully re-launch their brand and build a competitive advantage to its competitors. Neumeister has created precision in the Gyttopp brand based on its 100-year tradition. One year on, sales have increased with more than 30%."

The One Show Design Awards took place on Monday, May 10th at the IAC Building in New York.

People involved in the project at Neumeister:

Creative Director: Peter Neumeister

Designer: Mattias Lindstedt

Copywriter: Tor Bergman

Production Manager: Gunilla Lyth Waters

Best regards,
your friends at Neumeister

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