

VERTIS COMMUNICATIONS POWERS AWARD-WINNING CREATIVE FOR SUNFLOWER FARMERS MARKET'S STORE BRAND

*Sunflower Farmers Market Receives "Best Product Re-launch or Revamp" Store Brand
Achievement Award from Progressive Grocer's Store Brands*

BALTIMORE, MD (January 30, 2012) – [Vertis Communications](http://www.vertiscomm.com), a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America, today proudly announced that Sunflower Farmers Market received the "Best Product Re-launch or Revamp" Store Brand Achievement Award from *Progressive Grocer's Store Brands*. Vertis clinched the honor with its data-driven approach to creating a fresh, unified store brand that embodies the essence of the Sunflower experience and meets the on-demand information needs of today's consumer through the inclusion of Quick Response (QR) codes on product packaging.

Vertis, the Agency of Record for branding of Sunflower's 600 private label products, successfully created a brand presence that produced custom interactions with customers throughout the store. Vertis' was the only packaging design to include a QR code, making Sunflower's private label products highly relevant to a broad audience of mobile users who tap into technology to make more informed product choices.

"Through Vertis, we gained customer insights, creative strategy and design expertise that resulted in the development of compelling product packaging that resonates with Sunflower's customers," said Sage Horner, Vice President of Merchandising and Marketing, Sunflower Farmers Market. "This award demonstrates how a strong partnership can produce great results for the consumer and special recognition from our industry."

Vertis used a variety of research techniques, including its proprietary Customer Focus® Research to capture consumer preferences and gain a strong understanding of how product information is absorbed in the grocery aisle today. As a result, Sunflower's new packaging was designed with particular colors, imagery and elements to convey its natural product attributes.

"We were impressed not only by the scope of Sunflower Farmers Market's packaging redesign project, but also by how well the new packaging conveys the retailer's fun personality and overall mission to deliver high-quality foods at low prices," said Kathie Canning, Editorial Director, *Progressive Grocer's Store Brands* magazine. "Vertis' innovative use of QR codes propels the integration of Sunflower's private label products into organic promotion. It's a powerful match."

Through a clear understanding of Sunflower Farmers Market's customers and brand personality, Vertis developed the brand and designed its packaging to open the door for two-way communications.

"From the very beginning, we were committed to consistently engaging the customer and the private label brand throughout the store, connecting all marketing touch points and creating custom interactions with Sunflower's customers," said Steve Beckman, Vice President of Creative Services, Vertis Communications. "We achieved this in the way the products are presented with a wide degree of variety from line to line so each has its own personality, yet they engage the consumer in the same way everywhere they connect."

In addition to creating a compelling, consistent look and feel for Sunflower's private label packaging, as well as its advertising inserts, Vertis' best-in-class digital workflow solutions ensure the innovative

marketing designs are produced consistently, efficiently and cost-effectively, enabling Sunflower to build brand equity and recognition.

Sunflower's award can be viewed in the November 2011 issue of *Progressive Grocer's Store Brands*, as well as online [here](#).

For more information on Vertis' integrated marketing capabilities, please contact Amy Bowman with Stanton Communications at 410.727.6855 or abowman@stantoncomm.com.

About Vertis Communications

Vertis Communications is a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America. Our deep industry knowledge and extensive range of offerings—including integrated data solutions, digital program management systems, creative services, world-class print and mail production, logistics, out-of-home and business process outsourcing—are used to deliver superior program performance that drives bottom line results for our clients. With 100 strategically positioned locations and more than 5,000 dedicated professionals, we deliver impeccable quality and fast turn-around to any market. For more information, visit www.vertisinc.com.

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