

For Details Contact:  
John Rebecchi  
Senior Vice President  
Marketing and  
New Business Development  
T 631.300.1158

Disc Graphics, Inc.  
10 Gilpin Avenue  
Hauppauge, NY 11788  
discgraphics.com

# DISC

## **DISC Wins Multiple Awards for the Google® Home Mini Promotional Box and an Inconvenient Sequel: Truth to Power DVD Packaging** **Honored at the GD-USA American Package Design Competition**

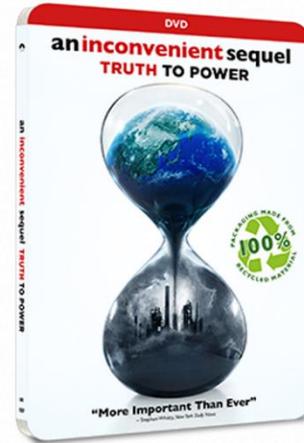
HAUPPAUGE, NEW YORK [February 27, 2018] – DISC, a leading source of specialty packaging solutions for nearly 50-years, today announced its most recent wins for outstanding package design. The Google® Home Mini Promotional Box produced for MAS Events, took an American Package Design silver award from *Graphic Design USA* (GDUSA) magazine. This unique carton was designed for a national promotion to be given out at *pop-up* doughnut shops with either a tasty doughnut or a free Google Home Mini inside. A consumer friendly handle closure makes it the perfect tote for an advanced technology smart speaker or a sweet tasty treat. The carton printed in 5-colors, soft-touch coating and a spot gloss UV on the Google Logo.



- more -

# PRESS RELEASE

The challenge to design a DVD and Blu-Ray package for *An Inconvenient Sequel: Truth to Power* movie focused on minimizing its environmental impact yet work in existing store racking and hold up in a retail environment. The package needed to minimize its carbon footprint by eliminating all plastics and use 100% recycled materials. The resulting package fulfilled these requirements by using 100% recycled paperboard, used vegetable oil-based inks and water-based coatings. Its book style design provided the space needed to express the movie's climate change warnings and the dramatic graphic images that reinforced its message, and the multilayered paperboard tray provided a secure cell for the disc.



According to GDUSA, this year's American Package Design Awards™ received more than 2,000 entries were received and a highly-selective 15 percent – elite design firms, ad agencies, in-house departments, and package producers – were presented with an Award Certificate of Excellence. “Makers, marketers, and sellers are challenged as never before to convey the message, advance the brand, close the deal,” says GDUSA Editor and Publisher Gordon Kaye. “Package design and related disciplines are increasingly the difference maker in advancing the brand and influencing the purchasing decision. Our annual competition celebrates beautiful graphics, of course, but, more importantly, the power of design to tell the story and forge an emotional link at the moment of truth.”

**About DISC**

DISC is a leading producer of packaging and print for the beauty, healthcare, private label, entertainment media and consumer products industries. Headquartered in Hauppauge, NY, DISC is a privately held company with locations in California, New Jersey, and New York. FSC®, SFI® and PEFC™ Chain of Custody certified and an EPA Green Power Partner, the company promotes sustainable packaging practices through its DISCover Green program and manufactures under strict compliance to ISO 9001:2008 and FDA GMP standards. DISC offers a range of advanced capabilities for prepress and design services, digital, flexo and offset printing, and finishing and converting for paperboard, plastic and mini-flute corrugate packaging as well as pressure-sensitive and extended-content labels.

**For additional information, contact John Rebecchi at [jrebecchi@discgraphics.com](mailto:jrebecchi@discgraphics.com) or call 631-300-1158.**

**PRESS RELEASE**