



**OLIVER**  
Creative Packaging & Print Solutions

**DISC · OLIVER · POHLIG**

**FOR IMMEDIATE RELEASE**

**OLIVER, INC. RECEIVES SILVER AWARD AT THE NEW JERSEY PACKAGING EXECUTIVES CLUB 2019 PACKAGE OF THE YEAR AWARDS**

HAUPPAUGE, NEW YORK [November 20, 2019] – Oliver, Inc., a leading source of creative packaging solutions, was recognized by the New Jersey Packaging Executive Club (NJPEC) with a silver award for the D'Addario XT Guitar String Packaging. D'Addario, the world's premier guitar string manufacturer, created a line of XT strings positioned as the most technically advanced in the world. For this new product the company worked with DISC, an Oliver company, to develop a premium package that included stamping, embossing, and Deprosa Sapphire Anti-scratch film lamination over a rich black background combined with silver metallic ink and fluorescent colors used to identify each string type. According to Stephen Frey, vice president sales for DISC, an Oliver Company, "we have a long history of collaboration with D'Addario based on our outstanding technical team and full array of in-house capabilities."



The NJPEC Package of the Year program is in its 41<sup>st</sup> year, accepting about 100 entries and this year awarded 56 winners including POY and Students choice awards in 9 categories from Color Cosmetics to household industrial. Each entry was judged by representatives from companies like Estee Lauder, Revlon, Bayer Healthcare, L'Oréal, Johnson & Johnson and also 4 student judges from Rutgers University.

**For information on Oliver, Inc. products, processes and services, visit [www.oliverinc.com](http://www.oliverinc.com).**

**About OLIVER INC.**

Oliver, Inc. is a leading provider of highly customized, quick turnaround, packaging and marketing collateral solutions. Known for its white-glove approach to customer service, the company provides a turnkey platform from design to fulfillment, simplifying complex requirements with consistent on-time, on-budget, ultra-high-quality products and services.

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