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Business Focus

Business Editor Mike Trefren • 256-2211 • mtrefren@napavv.com



the Business Buzz

The scuttlebutt on local business ...

CF Napa reaps awards

When people think of Napa Valley, traditionally they think about wine, gourmet food and rolling vineyards. It is rare however that one thinks of world-class, cutting-edge graphic design.

CF Napa Brand Design, a design and brand strategy firm based in the Napa Valley, is owned by Dave Schuermann, who is also creative director.

He was selected this year as "One to Watch" by Graphic Design USA.

Schuermann and his team received six major design awards in 2007.

CF Napa also received national attention last year when they were showcased as one of the top design firms in the United States in the book "Branding-USA 2" by Graphis Publications, a graphic communications publication.

The design and branding firm continues to receive national recognition in 2008, having been selected once again as a top design firm to be honored in the third edition of "Branding-USA."

Another prestigious honor this year was the first place award at the 37th annual International Mobius Awards for CF Napa's package design for Janzen Estate Wines.

In addition, CF Napa's design for Boisset Family Estates' French wine, Yellow Jersey was honored in 2007 as winner in the "Best Bottle Design" competition sponsored by Brand Packaging. It was also the Gold Medal recipient in both the "Creativity" and "Functional Innovation" categories in the World Wine Championships earlier this year.

CF Napa created a uniquely shaped, lightweight PET bottle, designed for low environmental impact. In addition to design kudos it has also become a favorite of Backpacker magazine for its trekker-friendly form and function.

CF Napa and Veloce, a new Italian liqueur, collaborated on a design that made homage to the classic Italian typography from classic brands like Vespa and Campari. The design was showcased in two prestigious design annuals: Communication Arts Design Annual and Step Inside's Design Annual.

For more information on CF Napa go to www.cfnapa.com.