



Pattern Company Enlisted Design Honored in Fast Company's 2021 Innovation by Design Awards

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OAKLAND, Calif.—September 28, 2021—[Enlisted Design](#), a Pattern company and a leading design agency with deep expertise in branding, packaging, industrial design, and user experience, was named a finalist in the [packaging design](#) category and an honoree in the [materials](#) category in Fast Company's [2021 Innovation by Design Awards](#) for its innovative work on the Allbirds Dasher VIP compostable shoebox. Continuing Allbirds' commitment to pioneering sustainable shoes, Enlisted Design utilized 100% compostable materials to create the custom pulp molded Dasher packaging for a truly unique all-natural packaging solution. The custom-molded box houses VIP Dasher orders and is made of dry-pressed black bagasse pulp—an innovative, compostable sugarcane byproduct. The inset information is printed with soy-based inks, making for the most sustainable, user-friendly packaging possible. The all-natural, pill-shaped packaging can even be used as a biodegradable pot for spring planting. The recognition marks the third time in as many years that Enlisted Design was honored in Fast Company's Innovation by Design Awards, receiving honors in the [packaging design](#) category in 2020 and being named a finalist for "[Design Company of the Year](#)" in 2019. "This project was incredibly rewarding for the Enlisted team, as we share Allbirds' mission for true sustainability," said Enlisted Design CEO and Pattern Chief Design Officer [Beau Oyler](#). "Together, we were able to create packaging that is both sustainable and functional. We also designed a very clean and considered form factor, an element that lacks in almost all footwear packaging—which adds to the overall experience of buying a pair of Allbirds Dashers. It was an intensely collaborative process with Allbirds and the Voion Printing Group, and together we created the most sustainable footwear packaging in the market. I wouldn't expect anything less." The 10th anniversary of the awards, which can be found in the October 2021 issue of [Fast Company](#), recognize the people, teams, and companies that transform businesses, organizations, and society through design. One of the most sought-after design awards in the industry, Innovation by Design is the only competition to honor creative work at the intersection of design, business, and innovation, recognizing the people, companies, and trends that have steadily advanced design to the forefront of the business conversation. "Design is not just a beauty contest," said [Stephanie Mehta](#), editor-in-chief of Fast Company. "It's something that can change the world and create solutions in a time when we face pressing global issues such as systemic racism, climate change, and a global pandemic. Many of these entries showcase these challenges while providing hope for the future through their steadfast commitment to elevate design." Honorees for the 2021 awards were selected in the following categories: Apps and Games; Cities; Data Design; Design Company of the Year; Experimental; Fashion and Beauty; Finance; General Excellence; Graphic Design; Health; Home; Learning; Mobility; Packaging; Products; Retail Innovation; Social Good; Spaces and Places; Sports and Recreation; Students; Sustainability; User Experience; Wellness; Workplace; Best Design Asia-Pacific; Best Design Europe, Best Design Middle East, and Best Design Africa; Best Design Latin America; and Best Design North America. New categories included Advertising, Branding, Impact, Materials, Pandemic Response, Real Estate, and Years in Business. The judges include renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and Fast Company's own writers and editors. Entries are judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact. Winners, finalists, and honorable mentions are featured online and in the October issue of Fast Company magazine, on newsstands September 28, 2021. To see the complete list, go to: <https://www.fastcompany.com/innovation-by-design/2021>. **About Fast Company** Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. The editor-in-chief is Stephanie Mehta. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures LLC, along with our sister publication, *Inc.*, and can be found online at [fastcompany.com](#). **About Enlisted Design** Founded in 2008, Enlisted Design creates next-level branding, products, and packaging for the world's most sought-after brands. With design studios in Oakland, Calif. and Salt Lake City, Utah, Enlisted partners with well-established and challenger brands like Allbirds, Stance, Arlo, Samsung, and Nestlé to create a better future through industrial design, branding, packaging design, and digital experience. Learn more at [www.enlisteddesign.com](#) or email create@enlisteddesign.com. **About Pattern** Pattern is the premier partner for global ecommerce acceleration — helping brands maximize their share of the exploding \$6 trillion global ecommerce market. Pattern's ecommerce acceleration platform leverages proprietary technology and industry experts to help brands attain profitable ecommerce growth on their D2C websites and across hundreds of global marketplaces — including Amazon, Walmart, eBay, Google, Tmall, JD, and MercadoLibre. To learn more, visit [pattern.com](#) or email press@pattern.com. **Media Contact** Dallin Hatch Head of Corporate Communications press@pattern.com