Enlisted Design Captures First Place in 2021 Dieline Awards

June 8, 2021

Announced it has been named one of Dieline's "Absolute Best in Packaging" for 2021

OAKLAND, Calif. — June 7, 2021

Enlisted Design, a Pattern company and a leading design agency with deep expertise in branding, packaging, and industrial design, today announced it has been named one of Dieline's "Absolute Best in Packaging" for 2021.

Presented by Adobe, the Dieline Awards recognize the world's best creatives and agencies in packaging design. Dieline's judging panel awarded Enlisted Design first place in the organization's Home, Shopping, and Other Markets category for the agency's exemplary combination of sustainability, creativity, marketability, innovation, execution, and on-pack branding for the Allbirds Tree Dasher packaging.

"We put so much of ourselves into creating a truly sustainable packaging experience that was as natural as the Tree Dashers themselves," said Enlisted Design CEO and Pattern Chief Design Officer Beau Oyler. "We're passionate about leveraging design to create sustainable and transformational experiences with the brands we work with. We're honored to see that passion rewarded in this year's Dieline Awards."

Dieline joins a number of international organizations in 2021 that have recognized Enlisted Design's best-in-class capabilities and work with brands to shape their product, branding, and packaging design.

To learn more about the 2021 Dieline Awards, visit www.thedieline.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 global leader in ecommerce acceleration — helping brands command their maximum share of the exploding $6 trillion global ecommerce market. The Pattern Ecommerce Acceleration Platform leverages AI-powered technology, industry expertise, and global distribution, logistics, and fulfillment services to help brands attain profitable ecommerce growth on their websites and on hundreds of global marketplaces — including Amazon, Walmart, eBay, Google, Tmall, JD, and MercadoLibre. To learn more, visit pattern.com or email press@pattern.com

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