

Press Release



Date: June 27, 2022

Subject: NEWLY INNOVATED WEBSITE DESIGN FROM TRIVIUM PACKAGING WINS GDUSA DIGITAL DESIGN AWARD

Information:

Global metal packaging leader [Trivium Packaging](https://triviumpackaging.com/) is honored to be a winner in the 22nd annual American Digital Design Awards. The awards amplify the power of design to improve online and interactive experiences. Nearly 2,400 websites and apps, email and social campaigns, ads and banners, e-pubs and videos, and more were submitted. Only the top 10% – including Trivium – were selected as winners.

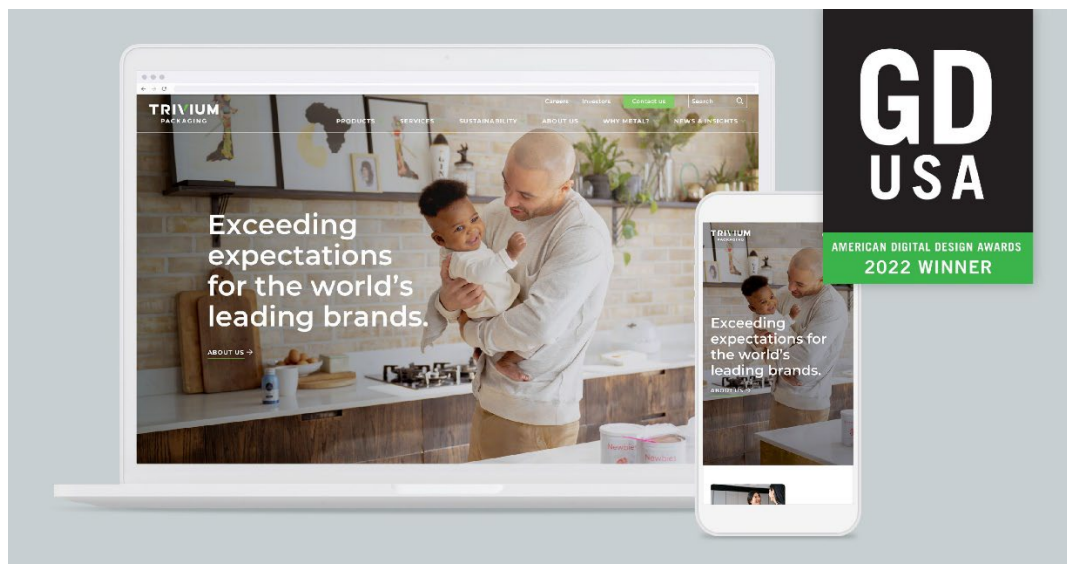
The new website’s design aspects feature bespoke images that show Trivium’s packaging products with faux brand graphics. The images show the products in lifestyle settings and in close-ups to create a throughline—a unique approach in the packaging industry that has allowed Trivium to show off its graphics capabilities, as well as help customers see the vast potential for design.

Trivium worked with internationally acclaimed creative agency, Embrace, on the design of the website.

“What an amazing project with an exciting business that’s walking the walk (not just talking the talk) with innovation in sustainable packaging. This recognition by GDUSA is truly a testament to the power of our close collaboration with Trivium Packaging and the combined willingness to challenge at every step. We are delighted with the resulting website and the GDUSA Digital Design Award is the icing on the cake,” said Embrace Managing Director, Simon Davies.

“We’re thrilled that Trivium, in partnership with Embrace, has been recognized by the GDUSA Digital Design Award for the new design. The innovation brought to the website has created a superior user experience while showcasing the incredible opportunity that infinitely recyclable metal packaging has to offer,” said Trivium Packaging CEO, Michael Mapes.

The winning website can be viewed at <https://triviumpackaging.com/>.



About Trivium Packaging

Trivium Packaging is a global supplier of infinitely recyclable, metal packaging for the world's leading brands. Trivium's innovative spirit contributes to their large portfolio of shapes and sizes and award-winning packaging solutions. Trivium has more than 60 locations worldwide, employs approximately 7,500 people with sales of \$2.8bn. www.TriviumPackaging.com

About Embrace

Embrace is a London-based creative agency that delivers substance, not just surface appeal. With a knack for getting closer to a business and its communication challenges, the agency discovers unexpected opportunities, and creates powerful ideas that take brands further. Embrace defines, designs, writes and builds brand experiences for a global client base. www.thisisembrace.com