



VICTORINOX
SWISS ARMY

**FOR IMMEDIATE
RELEASE**

CONTACT:

Lauren DeSantis
203-944-3617

Victorinox Swiss Army, Inc.'s Annual Product Design Contest Showcases the Promotional Product Industry's Creativity

MONROE, CT – (March 8, 2017) – Our 2nd annual product design contest at the PPAI Expo was a big hit! Twelve of the industry's top distributor graphic designers from across the country were asked to participate and submit their creative idea. We provided each of them with an oversized Victorinox Swiss Army Knife which served as their canvas. Attendees who stopped by our booth during the first two days of PPAI Expo were invited to vote for their favorite entry.

Our winner was Samantha Brown from BrandVia and our runner-up was a Jack Nadel International-inspired design from Christina Greene. Both winners were awarded a Victorinox Swiss Army prize pack for their accomplishment.



Samantha Brown (left) and Christina Greene.

About Victorinox Swiss Army

Victorinox Swiss Army's portfolio of products represent a proud 130-year, family-owned heritage of commitment to quality and innovation in both multifunctional and iconic design that withstand the test of time. Within the Corporate Markets industry, Victorinox Swiss Army is proud to offer a full range of Swiss-made, and inspired products including Swiss Army Knives, cutlery, timepieces, travel gear, and binoculars, as well as onsite event services. www.vsacorporate.com.

###