



creative werks, llc
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Werkshop Design Group launches independent design packaging firm

Werkshop Design Group joined a successful partnership with co-packer and packaging manufacturer creative werks, llc. Once a dependent branch of creative werks, now the innovative design group has set up an office adjacent to their parent company.

Steve Schroeder, creative werks' President and CEO decided to split the groups in order to diversify creative werks' abilities and further appeal to clients. "Werkshop Design Group remains a close company affiliate, but now they have the ability to tackle new design challenges, both within and beyond the purview of packaging," explained Schroeder. "Seeking inspiration from other industries is important and it will only make them stronger and better designers for our clients."

In addition to collaborating on packaging projects with creative werks, Werkshop Design Group will take on new projects to further satisfy the needs of customers. The young, talented team of professionals has strong backgrounds in industrial design with experience in a wide breadth of design areas. The co-constructed and self-designed studio is outfitted with the latest industrial design software and furnished with spacious workstations and a feng shui backdrop lending itself to a creative, imaginative atmosphere. Along with the team's manufacturing aptitude, they have strong graphic capability as well, providing depth and an attractive product presence.

The team is led by Werkshop Design Group's Creative Director, Mark Miller who holds industrial design degrees from University of Notre Dame and University of Illinois-Urbana, where he received a design fellowship. "I'm excited to launch Werkshop Design Group. We have a lot of energy and ideas. We love what we do, so creating designs for our clients is not only challenging, it's fun. The team is dynamic and everyone offers something unique," remarks Miller. "Each member brings their own flavor to the table which our clients appreciate. Creating collaborative partnerships is built into our business and we make it an integral part of the design process."

The creative werks team brings over 50 years of experience and entrepreneurial energy to our state-of-the-art manufacturing, co-packing and design facility. We maintain SQF 2000 Level III food-grade clean rooms to provide both labor-intensive and automated fulfillment for a wide array of Fortune 500 companies. Our clients value our extensive knowledge of retailers and consumers as well as our high manufacturing, co-packing and quality standards. Combined with the creativity of our professional design group, we offer a unique turnkey advantage to companies looking for innovative packaging solutions from concept to market.



About Werkshop Design Group

Werkshop Design Group is a packaging design entity that combines innovative creativity with the expertise and market experience of creative werks. Using research, trend analysis and knowledge of engineering and price trade-offs, our team develops packaging solutions that provide cost-effective brand recognition, shelf presence and aesthetic appeal to potential customers. We pride ourselves on our ability to listen to our clients' specific needs and quickly turn them into concepts that open new opportunities for their businesses.