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XTREME SCENTS WINS DESIGN RECOGNITION IN CORPORATE IDENTITY 23

Brighton, Michigan, June 22, 2007 – *American Corporate Identity* is an annual design competition with an illustrious twenty-three year legacy. Founded by David Carter, noted authority on logo design and corporate branding, ACI continues as a mainstay for designers who want to keep current with corporate identity for companies doing business in the USA.

Excelda's Graphic Designer, Melissa Tigner, along with the marketing talents of Jeff Stawiarski, entered the Xtreme Scents Silver XP product line into the "Complete Corporate Identity Program" category of the ACI competition. This includes complete logo design, advertisements, label design and graphics, packaging, etc. Melissa was informed that their work was chosen as a winner in the competition, and will be published in *American Corporate Identity 23*. This full-color hardbound, 320-page book will be published by HarperCollins and distributed to more than 40 countries.

For more information regarding Excelda Manufacturing's capabilities, please contact (248) 486-3800.

Headquartered in Brighton, Michigan, Excelda Manufacturing is a full-service, private label and specialty chemical manufacturing and distribution company. Supported by Quality standards and achievements, Excelda is continuously determined to exceed expectations so that their customers can maintain an edge in a global marketplace.

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