

# About Design2Launch

Founded in 2000, Design2Launch was built on the simple principle that technology should make the creation and management of packages and artwork easier and more cost effective. Today, Design2Launch ("D2L") is considered a pioneer in its field, supporting leading worldwide Consumer Packaged Goods companies with our turn-key, end-to-end digital workflow solution for artwork and package management.

Over the past five years, we have used our diligent, complex product development and testing process to provide our customers with a solution that exemplifies our original mission: The Design2Launch System is a robust, market-focused solution that, unlike many competitor products, quickly and cost-effectively speeds artwork and package development while leveraging existing client investments in Enterprise Resource Planning (ERP) and Product Lifecycle Management (PLM) software.

Design2Launch is headquartered in Stamford, Connecticut.

## **The Design2Launch Management Team**

The D2L Management Team is comprised of dedicated individuals with comprehensive experience and interest in product development, marketing, design, systems integration and software development. Its founders, siblings Ron Malloy and Alison Malloy, have more than twelve years of experience in product development, marketing, sales and financial analysis.