

FOR IMMEDIATE RELEASE

**eDesign Interactive Honored with 2018 Davey Award
for Innovative Frost King Mobile Experience**

MORRISTOWN, NJ, Jan. 29, 2019 – eDesign Interactive, an award-winning digital agency based in Morristown, NJ, was honored with a Silver Davey Award in the Mobile Apps category for the creation of the [Frost King House](#).

Frost King is the nation’s #1 brand of DIY home improvement products. The company’s new consumer-friendly mobile experience allows homeowners to navigate a virtual home and identify potential “problem areas” that leak energy and cost them money. Each of the 15 problem areas features a quick DIY solution using Frost King products to make the home more energy efficient.

“Our range of home insulation products help consumers save money and energy,” says Ted Gerstein, Vice President, Digital Marketing. “In developing the experience, our goal was to create an engaging, interactive, and educational tool to help new and long-time homeowners make every corner of their home more comfortable. Whether at home or in the aisle of a home improvement store, consumers can consult the Frost King House for practical, do-it-yourself solutions to seal air leaks and stay warm or cool, depending on the season.”

The Davey Awards celebrate outstanding creative design by small agencies worldwide. The 14th Annual Davey Awards received more than 3,000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms, and public relations firms. The awards are administered by the Academy of Interactive and Visual Arts, an invitation-only, member-based organization of leading professionals from media, advertising and marketing firms.

About Frost King

Mahwah, NJ-based [Frost King](#) is the #1 brand of DIY home improvement products. Offering everything from weatherstripping to pipe/duct insulation to floor and carpet trim, Frost King is available at more than 10,000 hardware stores in the US and at many retailers worldwide.

About eDesign Interactive

[eDesign](#) is an award-winning digital agency creating world-class websites, interactive landing pages and immersive digital campaigns. We collaborate with leading brands to educate, engage, entertain, and ultimately, drive sales.

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