

THE PERFECT MIX

It was a chance discovery back in June 2012, where we spotted Alex Epstein, founder of Concoction, on Twitter. Alex was talking about his new mixology concept and promoting the perfect 'Shampyou'.

Concoction produce a range of hair and beauty products where mixologists have collaborated with the best cosmetic chemists and haircare scientists to come up with the perfect Concoction blend. Then the magic happens, as the customer gets to customise their own personal blends by choosing from a selection of super serums and adding to a fragranced base ingredient.

We recognised what a fantastic idea this was and wanted to add New Vision Packaging to the mix, so we introduced our company and made an appointment to meet for a coffee. Alex was in the very early stages and it was great fun looking at all his ideas for bottles, vials, boxes, colours and designs, his enthusiasm was contagious and we, very much, saw the potential.

To compliment the fantastic ideas Alex had already come up with, New Vision worked hard with Concoction to find the best packaging solutions for his brand. Wanting something unique, innovative and eye catching, we produced a number of different concepts as colour mock-ups to show the full on-shelf impact.

Alex decided to start with his online sales and we created a postal presentation box. The box was really unique, printing vibrant colours on the brown side of a Kraft board, quirky, distinctive and in keeping with the Concoction brand. The box was made of a very sturdy board, enabling it to be sent out in the post and protecting its contents in transit. With no plastic, no internal fitments, just board, as well as being used as both the presentation and postal box, this concept not only looks great, it's environmentally friendly too!

Here's what Alex thought...

"It has been great working with New Vision who have supported us right from concept through to production. Their experience and attention to detail means we have ended up with a stunning pack that is bang-on-brand for Concoction."

Alex Epstein - Chief Concoction Officer

