



## **NEW VISION GOES GREEN FOR ELIZABETH SHAW EASTER PACK**

New Vision Packaging has helped luxury chocolate brand Elizabeth Shaw create its most environmentally friendly Easter Egg box to date.

The packaging design and sourcing specialist created the box for a 200g egg that is being sold exclusively in Asda stores across the UK.

Consisting of an A-frame, pinch pack design, the structure is made entirely of [virgin-grade] card. The box has been designed so that the chocolate egg inside grips to the window cut-out, meaning that no additional fixtures are required internally to hold the product in place. The only plastic in the pack is the small amount used to bag the mint / crisp collections that are included alongside each egg.

As well as the structural design, New Vision Packaging also handled the manufacturing process for Elizabeth Shaw, overseeing production of both the Mint Collection Egg, and the Crisp Collection Egg cartons.

Commenting on the project, Stephen Shortland, managing director of New Vision Packaging, said:

“There is a lot of pressure on manufacturers when it comes to the amount of packaging used for seasonal products. You only have to look at the annual Easter Egg Packaging Report by Lib Dem MP Jo Swinson to see that everyone in the industry is under a great deal of scrutiny.

“We’re delighted to be continuing our long-standing relationship with Elizabeth Shaw and to have created a streamline pack that meets all of the client’s needs and achieves shelf standout. The fact that we have achieved all of this and developed the brand’s most environmentally friendly Easter packaging at the same time is testament to the efforts of the team.”

Karen Crawford, managing director of Elizabeth Shaw, added:

This is the Brand’s first move into pinch pack egg cartons for Easter. The project was executed in a very short timeline and a very efficient manner and we are excited to see the result. The packs look great on-shelf and offer our consumers a value for money alternative to the larger premium eggs we have on sale at Easter – we now have something for everyone.

New Vision Packaging completed the Easter Egg project as part of its sole-supply agreement with Elizabeth Shaw, which was announced in 2012.

Elizabeth Shaw is part of New Vision Packaging’s extensive confectionery client portfolio. The company supplies packaging to some of the biggest names in the industry, including Thorntons, Cadbury and Burnt Sugar, and is an approved supplier for many of the UK’s major retailers.

For more information on New Vision Packaging and its service offering, visit [www.newvisionpackaging.co.uk](http://www.newvisionpackaging.co.uk).

Further details on Elizabeth Shaw can be found at [www.elizabethshaw.co.uk](http://www.elizabethshaw.co.uk).