

# NEW VISION PACKAGING



## The Bee's Knee's

Look out this Easter for the Burnt Sugar Easter Egg and box of honeycomb.

Housed in a brightly coloured carton and board fitment, the oranges and yellows let us know that Spring is here and Summer's not far behind.

With great detail in this carton from the intricate shape of the window to the unique barcode that incorporates flowers and bees, it will definitely create a buzz! The constructural design was created to hold both the Egg and 100g box of honeycomb. This was made out of a 590 micron white backed board and printed with 6 colours plus a gloss and matt varnish to finish.

Apart from all this, the unique selling factor with this carton is that it has no plastic and is easily recyclable, adding an extra colour to the finished product... Green!