



The battle of the mint collection eggs!

After the results of the recent Which? investigation into Easter egg packaging, it was found that Thornton's Classic Large Egg uses the most packaging compared with the other top 10 bestselling branded Easter eggs.

Following the results of the Which? investigation, New Vision Packaging was inspired to run their own in-house test to see which 'Mint Collection Egg' uses the least packaging. The test compared the packaging for Elizabeth Shaw Mint Collection against the packaging for the Thornton's Mint Collection Easter Egg.

It was found that both Easter eggs had a finished pack weight of 392g. When looking at the product weight the Elizabeth Shaw egg came in at 250g compared to the 226g in the Thornton's Mint Collection Easter Egg. Meaning in total, the Elizabeth Shaw Egg packaging makes up 36% of the total weight and Thornton's Egg is made up of 42% of packaging.



Easter egg	Weight in packaging (g)	Chocolate weight (g)	Packaging weight (g)	Plastic packaging (g)	Percentage packaging
Elizabeth Shaw Mint Collection Easter Egg	392	250	142	12	36%
Thornton's Mint Collection Easter Egg	392	226	166	62	42%

Stephen Shortland, managing director of New Vision Packaging comments on the findings from the in-house investigation stating that “Looking at the Thornton’s Mint Collection Easter egg, you can see that a large amount of packaging has been used to create the pack and the packaging used is from multi-substrate sources, meaning that it may take more effort by the consumer to recycle. They have also used a bigger box to sell a smaller product compared to the Elizabeth Shaw Mint Collection Easter egg.

The packaging for the Elizabeth Shaw Easter egg creates great visibility of the product while using significantly less packaging. It was interesting to find that both Easter eggs weighed the same, as this made for a very fair comparison.



The Elizabeth Shaw Mint Collection Easter egg is a perfect example of using the right amount of packaging and only uses a little plastic packaging, compared to the Thornton’s egg. Ultimately, plastic is needed to hold and present both sets of chocolates; but it is hard to believe that the Thornton’s Easter egg uses five times more plastic packaging and that 16% of the overall weight is made up of just the plastic packaging.

You might not be surprised to learn that New Vision Packaging designed the Elizabeth Shaw egg. This is why New Vision Packaging is considered to be the experts with Easter egg packaging. We have created many beautiful packs for Easter 2018 and we plan on doing the same in 2019! We carefully design and construct beautiful packaging using the right mix of materials and the lowest weight of packaging possible.”

You can read the full Which? report here: <https://www.which.co.uk/news/2018/03/the-truth-about-easter-egg-packaging/> and for more information on New Vision Packaging, you can contact us on 01536 560340 or visit our website <http://www.newvisionpackaging.co.uk>.