

## NEW VISION PACKAGING

# WHAT A RESULT!

With the launch of the 2010 World Cup, Cadbury World have, yet again, enlisted the services of New Vision Packaging to design and produce a suitable carton for their life size, solid milk chocolate football.

Weighing close to 1kg, we have used a kraft board for strength (a sturdy back four). The football is held in securely using card fitments (not plastic) to comply with Cadburys corporate policy regarding packaging. (That's what we call creative midfield play!)

Printed in five colours using a gloss varnish, this carton really does have a championship-winning look. That's why New Vision are always top of the league when it comes to packaging!

