



New Vision Packaging brings beautiful boxes to life for Seksy

New Vision Packaging recently created exceptionally beautiful and innovative cartons for the new Seksy EDPs.

The fragrances will roll out in key markets throughout 2018 in three scents - Embrace, Entice and Elegance - with packaging that was created and made by New Vision.

The packaging utilises an OTIE glued carton style with a windowed aperture which is unusual for this type of product. This window allows customers full visibility of the beautiful bottle inside.

The colours used on these cartons really make these products stand-out on shelf and, alongside the high build spot UV gloss varnish, creates an unusual texture to the board which is laminated to silver metpol. This technique adds depth to the design and a very tactile feel to the cartons.

New Vision Packaging Managing Director Stephen Shortland comments; “For these alluring and imaginative collections of fragrances, we wanted to reinvent the existing perfume box seen on the shelves. We used the high build spot UV gloss to create the cross-hatching, instead of simply debossing and embossing the cartons, to create a luxury feel to the boxes. When the customer picks these up, they can instantly feel the care and attention to detail in every pack”

He continues, “We wanted the boxes to imitate the fragrances inside and be just as enchanting and seductive. The New Vision team will be showcasing these innovative cartons at the Packaging Innovations London show in September. At New Vision, we love nothing more than the challenge of coming up with creative, out of the box ideas for our customers! Using a high build spot UV gloss is just one of the many ways we can add those finer details to your existing cartons.”

New Vision are experts in the beauty, personal care, confectionery and alcohol gifting markets and will be showcasing packaging at stand D18 London Packaging Innovation show.

For more information on New Vision Packaging visit <http://www.newvisionpackaging.co.uk>.