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New Vision Packaging re-designs packaging for King of Shaves

The New Vision Packaging team loves nothing more than coming up with modern and innovative ways to present products and were pleased to put these skills to work when tasked with re-designing the packaging for King of Shaves shave oils.

King of Shaves challenged New Vision to create card packaging to replace the previously-used vacuum form clam, which previously also included a metalized board insert card. King of Shaves wanted to move away from using a mix of substrates, and no longer wanted to use plastic or metalized board, due to the non-recyclable qualities of both materials. They required a carton that protected the product, had as much shelf presence as the previous packaging and was made solely of carton board.

To meet the brief, New Vision designed a carton with an extended header, and a creative reverse-fold that both formed a cavity for the bottle to sit in and gives additional print area for the customer to get their message to the consumer. The cavity is perfectly sized to the bottle to ensure there is no spin or twist, and the cartons are produced using FSC-certified board.

The cartons are printed using special-mix metallic inks that were formulated by New Vision to match the bottles perfectly.

Stephen Shortland, Managing Director of New Vision Packaging, commented “We are delighted with the cartons that we have designed for King of Shaves. Plastic has a very important place in the supply-chain, but this is a perfect example of a pack redesign that can remove the plastic entirely, saving 6 tonnes of plastic per year, and still have packaging that presents the bottle beautifully.”

He continues, “only a company that is open to these challenges and understands the needs of their customers, and the modern-day consumer, can really take on these challenges with an open mind. I am proud to say that New Vision Packaging is exactly the type of supplier to undertake these challenging projects.”

Andy Hill, Managing Director of King of Shaves, added “we have worked with New Vision for over a decade, and have always been pleased with their service and attention-to-detail. We knew we could trust them with the redesign of our core product, and I am delighted to say that they have not let us down.”

New Vision Packaging are experts in meeting your briefs. If you are looking for a UK-based packaging company with the same vision as you, please visit <http://www.newvisionpackaging.co.uk> or call 01536 560 340 today.