



New Vision Packaging creates chocolate packaging heaven for Caluwé Artisan

When it comes to luxury confectionery packaging, New Vision have got it covered.

As experts in multi-substrate sourcing, we were thrilled to be tasked with creating and developing the Contemporary Collection base, lid, sleeve and vacuum formed tray for Caluwé Artisan.

Caluwe Artisan is one of the oldest confectioners in Belgium, creating luxury chocolate products for their European and US customers. When they wanted to launch a modern-take on their products, they looked to New Vision to design and source a complete solution for their contemporary range.

Using our skilled and passionate designers, we created a base, lid, sleeve and a vacuum formed tray that worked together in harmony. This meant that all the components were designed at the same time to work in unison with each other and, by designing all components together, we removed the risk of producing packaging components that do not fit or perform efficiently.

This “New Vision Fit and Performance Guarantee” is unique and it offers true peace-of-mind for any customer or brand that uses multiple-component packaging.

As part of this guarantee, New Vision performed rigorous food transit tests to ensure that the product and packaging withstood the chosen distribution channel. No other packaging company goes this far to ensure 100% satisfaction.

The finishing touch came when printing the design onto the chocolate box. To create this luxurious and beautiful chocolate box, we used a silver foil Caluwé Artisan logo with a raised foiling die, then finished the box with a beautiful matt varnish.

The finished product is a chocolate base, lid, sleeve and vacuum tray that have been beautifully designed, and that fit together as one.

If you need your packaging needs all wrapped up contact New Vision Packaging today on 01536 560340 or visit us on stand H52 at the Packaging Innovations Birmingham show.