

# Easter **NEWS** *from*



## **NEW VISION** PACKAGING

### **Retail packaging specialists, New Vision Packaging...**

have recently completed the design, management and production of Elizabeth Shaw's premium Easter Egg offering for 2010 - the Mint Crisp Egg.

New Vision are experts in the design of intricate, multi-component, packaging for Easter Eggs, amongst other products, and their design skills and ability to ensure that all components work effectively together, meant that they were the ideal partner for Elizabeth Shaw for Easter 2010.

The Mint Crisp Egg has 3 internal plastic components; a green base thermoforming to hold the egg and mint discs, a clear thermoform to act as a lid to the products, along with a printed PET strip to carry the Elizabeth Shaw branding across the egg. The lid and base clip together to hold the egg and discs and ensure that the product remains secure throughout the distribution chain. The branding strip is printed 6 colours litho onto PET to create a unique branding area that sits across the egg and all 3 components are then enclosed with a trademark octagonal carton, which is produced using 445 micron Incada Excel material, that is printed in 6 colours with a matt varnish.

The final result is a wonderful pack format that is unique in the confectionery sector and ensures complete stand-out in the, often congested, Easter Egg fixture. Stephen Shortland, Managing Director of New Vision Packaging Limited, said:

*"Easter Eggs are extremely delicate products that are notoriously difficult to package, particularly when the egg is as visual as the Mint Crisp egg. We also had to confront the difficulty of having the discs fanned around the egg and so, by engineering the fit of the two-part thermoforming perfectly, we are able to guarantee that this pack will remain fit-for-purpose throughout the supply chain."*



*"The pack also creates a stunning impact on-shelf which supports our businesses reputation for producing beautiful, eye catching packaging."*

New Vision Packaging also produced packaging for the Elizabeth Shaw Famous Names Easter Egg, along with year-round packaging for their 175g Mint Crisp product. They also produce packaging for a wide range of confectionery brands including Cadburys, Nestle Smarties and Thorntons, along with own-brand packaging for most of the UK's major supermarkets and department stores.

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