

NEW VISION PACKAGING

working with ASDA



Working in close conjunction with Asda and their suppliers, New Vision Packaging have recently produced unique packaging for the Asda Collection range.

The range consists of six lines, all of which utilise printed cartons, vacuum formed inserts, swing tickets and ribbons. New Vision Packaging sourced and coordinated all items to achieve a consistency on-shelf that is unrivalled in the own-label confectionery sector. Of particular note are the cartons which use a soft-touch varnish to achieve both a premium look and feel across the range. By designing the packaging structures and their components at the same time, the range has a consistency to its shape, feel and materials that is unusual in the mass confectionery market.

Suzie Hardy, Senior Packaging Development Manager at Asda, said *"New Vision Packaging have been fundamental in delivering the premium look and feel to our boxed chocolates that we were so keen to achieve. Their attention to detail, and the great quality packaging that they have supplied, really show off our products at their best"*.

New Vision Packaging are the UK's leading packaging design, sourcing and management business and work with all of the UK's major retailers, alongside brands such as Thorntons, Cadburys, Elizabeth Shaw, Stella Artois, Lee Stafford and King of Shaves.

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