

NEW VISION PACKAGING

New Vision Packaging showcased the new razor packaging for the recently launched King of Shaves Azor 5 at the EasyFairs exhibition in February.

The King of Shaves Azor launched in Asda at the end of January and is set to be introduced at other UK retailers before going global. This RPET packaging is designed to complement the product design. It consists of an inner pack to showcase the razor and replacement blades and a six colour printed outer case with photographic images to sell the product.

Stephen Shortland - Managing Director of New Vision Packaging said “Our task was to work with the King of Shaves designers to create a pack that not only showcases the Azor 5, but also allows this new razor to complete on shelf with Gillette and Wilkinson Sword.

“We have helped to create a pack where the two pieces of packaging are so integrated, they act as virtually one piece. This allows the pack to stand on-shelf, in a supermarket push fixture or hang in store”.

