



New Vision Packaging is all set for a chocolatey World Cup!

It's been a long four years for some, but the build-up has finally started and it's time for football lovers to rejoice as the world cup is nearly upon us.

This World Cup, New Vision Packaging has helped create a chocolatey twist on the beloved football.

Briefed by Cadbury World, New Vision Packaging created this beautiful crashlock base glued carton with windowed apertures and carry handle top to hold this giant 1.5kg chocolate football!

To ensure the chocolate can be carried away safely and securely, New Vision created two vac form plinths to help protect the football from any breakages. The plinths enable happy customers to carry the football safely from the Cadbury World shop all the way home. The material selection for this pack had to be a cartonboard in a high micron, to be able to carry the yummy football. So, a carrier board was used for this box with a high tear-resistance.

The football carton was brought to life by the 6 colour artwork and leaves the pack looking game ready! With the three large windows, you can see the football inside and get a sneak peek of the amazing chocolate inside.

We loved working on this fun brief from Cadbury World and you can get your game face on and purchase your very own Chocolate Football for £14.99* from Cadbury World ahead of the World Cup.

For more information on New Vision Packaging contact us today on 01536 560340 or visit our website here <http://www.newvisionpackaging.co.uk>.

New Vision Packaging are delighted to be exhibiting at Packaging Innovations 2018 this September. You can visit the team at stand D18 by registering here <http://bit.ly/VisitNVP18>.

**Prices correct at time of publishing.*