



Packaging Innovations Overview - Birmingham 2018

Last month saw New Vision Packaging return to the Packaging Innovations exhibition at the NEC, in Birmingham.

As a regular exhibitor at the London Packaging Innovations show, we decided to make this year our return back to Birmingham, and boy, was it a snowy one!

It was a cold one too, but it was all worth it as, during our time at the show, we managed to see some new and old faces. We love nothing more than engaging with new contacts and have already started working on some exciting new projects.

And for those that didn't make it because of the snow... we certainly don't blame you for not attending!

At the show, we showcased some of our finest work from the beauty, confectionery and alcoholic gifting markets.

We were delighted to show the newest packaging for Easter 2018. This year New Vision have created packaging for Easter eggs for all the major supermarkets. From Aldi to Tesco and from Avocado Eggs to Giant Unicorns – we really have done it all!

One box that certainly drew visitors to our stand was our promotional chocolate box. This box included 5 pieces of chocolates, featuring all of our latest printing techniques and demonstrates how we use our knowledge in multi-substrate sourcing to create the perfect fit. If you didn't manage to get your hands on your own promotional box, please let us know and we will send one to you. *(That's if we haven't eaten them all!)*

During the second day of the show, New Vision also celebrated its 12th birthday as a business. *What better way is there to celebrate your 12th birthday than by giving out free boxes of chocolates during a snow storm?!* It really was fun to celebrate our birthday at the show as we spoke to old and new contacts about how much we have grown in the past 12 years, whilst showing off our newest and best work.

During the show, we also received great feedback on our use of BIO-PET. As part of our 'choose packaging' campaign we know that sustainability is now at the forefront of every

packaging buyers mind. Therefore, like all responsible companies, we are looking to reduce packaging, and where possible, to remove plastic packaging entirely.

However, we know that this is not always possible or desired, and so we've been working with our partners to offer BIO-PET. At the show, we handed out our very own samples of BIO-PET which is 30% made from renewable sources (plants!) and is 100% recyclable.

We received great comments from all visitors who seemed interested in using this more environmentally friendly alternative in packaging. If you want to receive your very own sample of BIO-PET, or if you want to speak to the BIO-PET experts call us today on 01536 560340.

Overall, it was a great show despite the weather and the team is looking forward to exhibiting at the Packaging Innovations show in London in September when hopefully it will be warmer!

For more information on New Vision Packaging or to get your own promotional box and BIO-PET samples contact us today on sales@newvisionpackaging.co.uk.