



New Vision gives helping hand to Harrods

In late 2017, New Vision Packaging received a brief from one of the oldest confectioners in Belgium, who required a packaging partner to source a complete packaging solution for their client, Harrods.

The brief was to create packaging for the 9 and 16-piece chocolate assortments. The chocolate, which is made in Belgium by a third-generation master chocolatier, required packaging that both protected the product and communicated the quality of the product to the consumer.

New Vision started the process by coming up with the concept of the packaging. Using our skilled and passionate designers, we designed both the vacuum formed inserts and the cartons.

To protect the chocolates, a vacuum formed tray was sampled and, as it was a bespoke-design tray, the chocolates do not spin or twist. As there were four different chocolate assortments, it meant that four vacuum formed trays were sampled, each bespoke and made for the different chocolate selection.

For the cartons, a lid and base construction is used, with the base having an extended flap adding a bright gold background that helps to frame the chocolates.

Once agreed on the style of packaging, a print trial was undertaken to specifically look at the cartons print and finishing touches, to make sure that everything would look amazing! *(which they did!)*

The print trial went exceptionally well, and it was agreed that the cartons had the correct print, with soft touch varnish, and that the Luxor gold foil blocking had the desired effect; high-quality packaging.

The print trial was important to the process as it was also a way of setting the light and dark tolerances', ensuring that the colours were 100% consistent throughout the production run.

The unusual window shape allows customers to see some of the beautifully hand-finished chocolates inside and entices customers to open the pack.



When it comes to shelf stand-out, these packs certainly have that. The intricate foil blocking on all four packs, contrasts with the solid colour of the packs, creating a luxury bespoke box of chocolates.

New Vision are experts in multi-substrate packaging, and by ensuring that all components worked perfectly together, have helped create phenomenal and innovative chocolate boxes that exceeded the customers brief.

For more information on how New Vision can create exceptional packs for you, contact us on 01536 560340 or email sales@newvisionpackaging.co.uk.