

An inspirational package

Packaging does not just protect goods, it also creates brand recognition and loyalty. With a long-standing commitment to quality and service **New Vision Packaging** has raised customer service within the industry to a new level.

New Vision Packaging was formed in 2006 when managing director and founder Stephen Shortland saw a gap in the market for manufacturers and brand owners to outsource all of their packaging requirements to one specialist company.

With extensive knowledge of the packaging industry New Vision Packaging broke the mould by offering its clients an independent service that incorporates packaging design, global sourcing and procurement along with unique packaging fulfilment. New Vision Packaging's clients could, at last, outsource all of their packaging design, procurement, management, fulfilment and quality control services through one business.

Brand recognition and loyalty

With in excess of 40,000 products on sale in the average supermarket today, packaging is the primary medium to encourage brand recognition and loyalty. The leading brand owners and manufacturers recognise this and that is why any decision to outsource their packaging requirements needed to be done with the reassurance that any packaging supplied would meet the highest standards. Now, after five years, New Vision Packaging counts the likes of King of Shaves, Ted Baker, Cadbury and Jamie Oliver as its clients.

By recognising the importance of providing the ultimate in customer service, New Vision Packaging also boasts a customer retention record that is second to none.

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“Our first customers of five years ago remain our biggest customers today,” says Shortland. “Competition in the packaging industry is fierce and we can only achieve this customer retention by delivering on our promises time after time”.

Since 2006 the business has grown to a turnover of nearly £3 million, with much of this growth occurring in the past 18 months. According to Shortland, this is due to the tightening of the economy and its clients' need to reduce their overheads.

“Our business model allows them to simply pay for packaging in the same way they have always done, but by using our services our customers can reduce their own overheads significantly without increasing the cost of the packaging that they purchase,” he says.



Burnt Sugar, King of Shaves, Ted Baker, Cadbury and Jamie Oliver are some of New Vision Packaging's clients.

“New Vision Packaging provides a top-quality service,” says Justine Cather, founder and brand director of confectionery company Burnt Sugar. “Its designs are creative and always address the needs of our products. Samples are speedily produced, are of excellent quality and quotations are always competitively priced.”

Improved services

To further expand its service New Vision Packaging has upgraded its Creative Solutions offer by including colour prototypes to allow clients to see their finished packs before starting costly production.

“The difference between our offer and our competitors offer is that we will supply these colour prototypes free-of-charge to existing clients, whereas our competitors charge hundreds of pounds for each sample produced,” says Shortland.

New Vision Packaging also offers a ‘packaging MOT’, a free service in which the business will inspect, assess and advise on improvements to existing packaging that can cut costs, improve pack aesthetics and durability, and reduce the environmental impact of the packaging used.

“It’s a simple service but, again, being a free service it adds value to our offer and helps to build long-standing relationships with our clients,” explains Shortland.

New Vision Packaging ultimately creates beautiful packaging for premium and luxury goods that is designed and manufactured with care, passion and creativity. It is this commitment to service and quality that has established the company as the UK’s experts in retail packaging solutions. ■

Further information

New Vision Packaging
www.newvisionpackaging.co.uk



Time in a bottle



English fragrance house Grossmith is enjoying a revival in the loving hands of the family of its founder, who launched the brand in 1835. Joanne Hunter reports on the brand and design collaborations that are keeping this vintage name at the top of its game.

Medal winner at the Great Exhibition of 1851, Grossmith earned a Royal Warrant and in 1893 produced a special fragrance for Her Majesty Queen Mary, grandmother of Queen Elizabeth II.

A 21st-century remastering of the Grossmith brand has captured the essence of a distinguished family of scents using original formulations. A prestige brand image owes much to the packaging style that gives a reverential bow to its predecessor.

For Simon Brooke, the great-great grandson of founder John Grossmith, every component of the 'special' collection and the 'standard' range had to strike the right note. They are produced with ultimate luxury in mind and without compromise to the cost of the materials used for the packaging and the scents.

For continuity, the new decorative bottle designs, cartons and labels have used many of the visual cues and motifs that placed their forbears in a league that was

dominated by French perfume houses. The target audience for the relaunched Grossmith is, as it always has been, discerning international audiences. That time-

honoured phrase, 'If you have to look at the price tag, you can't afford it!' has never been more apt.

The unquestionably gorgeous final result warrants the high price, believe the brand owners, husband and wife Simon and Amanda

Brooke. For them and their customers, 'elegant and exquisite' must be the first and lasting impression.

Elegance remastered

The fine fragrance formulations from more than a century ago have been remastered to be faithful to the originals while meeting latest regulations. Similarly, the packaging – full of echoes of the past – was reinterpreted according to the demands of international logistics, retail environments, consumer aesthetics and manufacturing technology.

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Grossmith Mark II aspires to the Made in England tag. But owing to a lack of particular technologies and skills in the UK China has gained a share of the packaging production, although it is closely managed by a UK-based company.

Launched in London in October 2009, the standard trio of fragrances can now be found in the city's prime outlets of Roja Dove Haute Parfumerie, Harrods, Fortnum & Mason and Les Senteurs, and selected stockists across the country. A year on, exports account for 95% of sales, with important markets in the Middle Eastern states and emirates of Qatar, Oman, Dubai and Bahrain. More recently, Grossmith moved into Belgium and The Netherlands, launching exclusively at Senteurs d'Ailleurs in Brussels, and Lianne Tio Parfums, of Rotterdam, and is about to

launch in Italy, Germany and the US.

The remastering of Grossmith shows a deep understanding of what made the brand 'precious' back then: its reputation for excellence. No less is expected of the modern revival.

For the signature Grossmith crystal Baccarat Flacon range, the family worked with Maison Baccarat and Holmes & Marchant to create new crystal flacons, reusing the original moulds, produced in 1919 for Grossmith. Each individually numbered flacon is etched with pure gold

in a contemporary interpretation of original Grossmith designs. Made to order, the first set was sold to Middle Eastern royalty.

The three scents are presented in a white wooden lacquered box hand-made by Carrs of Sheffield, which in turn is protected by hand-made display packaging by MM Bell. The design was inspired by the faceted shape of the crystal flacons. Refills for the special concentrated perfume have aluminium packaging.

Starting point

Brand design company Holmes & Marchant was brought in to redesign and relaunch the vintage Hasu-no-Hana, Phul-Nana and Shem-el-Nessim fragrances for Grossmith.

First launched between 1888 and 1906, Hasu-no-Hana is named after the Japanese Lotus Lily; Phul-Nana describes a bouquet of India's choicest flowers; and Shem-el-

