

# **NARVA**<sup>®</sup> *Press Release*

October 2011

## **Narva Performance Globe Packaging Sets New Standard**



**Innovative attractive new packaging has been designed for NARVA's performance globe range with the aim of raising the bar with an eye-catching, consumer friendly retail pack.**

Designed by NARVA's creative industrial design team to deliver maximum retail impact, each high quality blister fully encapsulates the globe providing the ultimate protection, presenting the globe in full view and featuring strong bold branding with eye catching graphics.

The new durable blisters, which are currently being introduced to NARVA stockists around New Zealand, provide a convenient hang-sell option and incorporate a clever perforated section at the back allowing the globes to be easily removed for installation.

New high colour graphics have been introduced to clearly define each globe type such as red for the latest 'Plus100' globes; blue for 'Blue Plus 90' range etc with detailed product information on the respective globe carried on the back of each pack.

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NARVA's new range of performance globes can be grouped into three categories each with distinct characteristics allowing the customer to choose a globe that delivers maximum light volume; much whiter light or blue white light with a distinctive headlamp appearance.

The attractive and practical new packaging presents NARVA's performance globes in a way that provides for ease of selection and a solution for every customer and also makes life easier for the retail outlet and its staff, according to NARVA New Zealand's Bruce Walker.

For more information on NARVA Performance Globes and their new packs got to [www.narva.co.nz](http://www.narva.co.nz).

**ENDS**

Photo caption: More informative and easy to understand – the front and rear of the new NARVA performance globe retail packs.

*For further information contact Bruce Walker, NARVA New Zealand (09) 525 4575.*