

# MULTI-COLOR BELGIUM: INNOVATIVE "CRACKING" IN-MOLD PACKAGING TECHNOLOGY SETS MAGNUM APART FROM COMPETITION

## MARKET BACKGROUND

Velvety dairy vanilla ice cream with thick, cracking Magnum chocolate top-disc and shards, all encased in a distinctive crackingly-tasty Magnum chocolate shell. That's the successful formula for the new Magnum Pints, available in three timeless flavours—Classic, Almond, and White. This brand new smash hit of a dessert with IML packaging has been available since spring 2017 on ice cream shelves in a large part of Europe.

## THE CHALLENGE

Magnum Pints are "Carefully made to be broken™." The challenge was to create an in-mold package allowing the consumer to crack the chocolate shell around the vanilla ice cream by squeezing both sides of the packaging. The solution must be suitable for mass production.

## MCC SOLUTION

The Magnum Pints shape made it difficult to create an in-mold label. A very precise design and a superbly-functioning robot system were needed. MCC offered a wide range of technical options and monitored each project closely, from the first test production through to the finished result. This solution-oriented approach allowed us to create an innovative and interactive package that consumers are addicted to "cracking." Additionally, choosing in-mold technology gives the product a very premium look and protects against moisture and large fluctuations in temperature. It is also completely recyclable.

## THE RESULTS

Rahul Rajpal, Brand Development, Magnum Europe: "Consumers are completely in love with the cracking ritual of the new Magnum Pints. Squeezing it is a "cool and unique" experience and consumers love the iconic cracking sound of Magnum chocolate. The design and quality of the packaging have also received positive feedback."



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