

**Press Release  
May 2016**

## *Passionate about Pistachios*

Jane Hope-Johnstone, Founder of Pistachio Provenance is passionate about pistachios and has made a successful business by developing a company based on ethical sourcing direct from the farm.

After months of researching, Jane eventually found a recently established co-operative of pistachio farmers on the east coast of Greece.

The only dilemma with pistachios is.... What do you do with the left over shells? Well.... Jane and Curtis Packaging found the answer!

Jane, already being a huge fan of the matchbox idea for packaging, we came up with the idea of a sliding divider tray. By adding the sliding divider the waste shells are kept separate, the divider slides down the box to accommodate the increasing pile of shells.



Keeping in-line with the sustainable practice the pistachio farmers have, Jane looked for a company to carry out sustainable packaging. After meeting Curtis at a packaging exhibition she knew Curtis had all the qualities she was looking for to design and create her vision of the perfect package to carry her pistachios.

Being British, environmentally responsible and able to provide a luxury carton with the ability to reflect and represent the artisan and quality of the product, Curtis ticked all the boxes. Jane commented “By choosing Curtis we selected a company who equally works according to a strong environmental policy”.

The carton is embossed to add detail and has a natural feel which adds to the essence of tradition and authenticity as well as giving it that luxury quality too.

All at Pistachio Provenance are extremely pleased with the finished result. “Curtis were always approachable, accessible and above all very knowledgeable. The choice of finishes was made easier by using their Finishing Touches collection. This made the whole process easy when making a decision on what materials to use”.



This product is a great innovation. It is easy to carry round in your bag, pocket or to slip in to a hamper! Visit [www.pistachioprovenance.com](http://www.pistachioprovenance.com) to order your fabulous pistachio snacking experience.

**Note:**

'Packaging that doesn't cost the earth' has been Curtis' mantra by leading the way in environmental sustainable methods and materials within the packaging industry. Curtis has been in business since 1938, designing and manufacturing high quality luxury printed packaging for many of the leading beauty brands in the UK.

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