

MWV'S NATRALOCK® SECURITY PACKAGING CUTS PLASTIC USE AND PACKAGE WEIGHT FOR COAST'S KNIVES AND TOOLS.

CONTEXT

Reflecting its commitment to the environment, Coast Products set out to partner with a provider of sustainable packaging solutions that would complement its energy efficient products and environmentally responsible business practices.

CHALLENGE

Coast hunted for options to reduce post-consumer waste for the packaging of its knives, tools and LED lights while providing the same level of retail security as standard clamshell packaging.

SOLUTION

MWV consulted with Coast and replaced its PVC plastic clamshell packaging with Natralock, a lightweight, sustainable security paperboard-based security packaging alternative.

RESULTS

Coast implemented the conversion for its full line of knives and tools, and had drastic plastic and package weight reduction numbers on all 45 of the items that were repackaged. In addition, Coast realized reduced energy consumption, and increased production rates and efficiencies by implementing the Natralock solution. Based on this success, Coast also is planning a future Natralock conversion for its line of LED lights.

For Coast, a manufacturer serious about producing durable, functional products while being environmentally responsible, converting its packaging from plastic clamshells to Natralock, a sustainable, recyclable, paperboard-based security package was a logical step in its commitment to the environment.

Coast Products is a family-owned business that has been providing quality products since 1919. Today, Coast produces Coast Sport Knives and Multi-Tools and Coast LED Lenser lighting products.

CONTEXT

Coast Products was using PVC plastic clamshell packaging for its line of knives, tools and LED lights. Coast sought a more sustainable packaging solution that would maintain in-store security of its items, but be more environmentally responsible.

CHALLENGE

To complement its energy efficient products, as well as reflect its overall commitment to the environment, Coast looked to MWV to develop packaging solutions that increase sustainability measures through reductions in plastic use and package weight while providing the same security assurance of its existing plastic clamshells.

SOLUTION

After packages were designed and tested at MWV's Center for Packaging Innovation (CPI), MWV's award-winning Natralock® security packaging was the obvious solution.

Natralock packaging starts with a proprietary tear-resistant, recyclable paperboard that can contain up to 30 percent recycled content. The paperboard is combined with an APET or RPET thermoform to create a visible package nearly impossible to tear apart by hand, deterring theft in stores. However, the package can be opened easily and safely with household scissors. Natralock packaging provides the same level of retail security

as standard clamshell packaging, which is required by retailers.

Natralock packaging is designed to reduce waste and satisfy retailers' and manufacturers' sustainability goals. When compared to clamshells, Natralock's production requires fewer raw materials and chemicals and less energy. It can also be sealed on existing sealing machinery, making the switchover quick and easy.

RESULTS

Coast swiftly implemented MWV's Natralock sustainable security packaging for its full 45-SKU line of knives and multi-purpose tools. The new Natralock format reduced packaging weight up to 60 percent and reduced the amount of plastic up to 90 percent. Coast is now planning a Natralock conversion for its line of energy-efficient LED lights.

Natralock, a secure and durable packaging solution, drives a 55 percent average reduction in energy consumption on sealing equipment and increases production rates and efficiencies, sealing up to 40 to 60 percent faster on average.



For more information, please contact your MWV Security Packaging group representative, or visit our website at www.natralock.com.