

# MWV Natralock®

## Your packaging partner



“MWV Natralock offers greener packaging. Apart from helping keep our environment cleaner, it will also help the product manufacturer save money.”

— [ubergizmo.com](http://ubergizmo.com)



“Our **collaboration** with MWV has resulted in a **better-designed**, more responsible and consumer-friendly package...”

— Rick Taggart, President, Victorinox Swiss Army, Inc.

“...**effective in conveying the message** of our product as well as the anti-theft packaging that we now offer.”

— Sandy Scott, National Accounts Manager, Swann

Featured in **Reuters** Yahoo Finance  
Packnet **The Wall Street Journal** Forbes  
Businessweek **Packaging News UK** CNN  
**The Earth Times**

“The Natralock solution from MWV offers in-store security without excessive packaging materials or compromising consumer friendliness. It is an **excellent solution** that supports our brand and the environment.”

— Donna Cirella, Packaging Manager, Eastman Kodak

“Great job getting us the packaging mock-ups. Our proposed set looked great and was no doubt a major factor in us **winning some new Home Depot business**. Thanks again for your help!”

— Jennifer Scaletta, Waxman



“The Natralock® team stepped up to each and every challenge and **performed above and beyond** the typical supplier relationship.”

— Chris Costa, Manager, Swiss Army

Best Buy featured the **top green products at 2010 CES**. MWV Natralock packaging can't be left out of this wrap-up.

“Natralock, the environmentally and **consumer-friendly packaging** that won't leave your fingers bloody and won't end up contributing to the waste found in landfills.”

— CES ShowStoppers® 2010

“There is no question that if your ship is rolling out a new product this year, you should at least consider **dumping the plastic packaging** and testing Natralock.”

— TheStreet RealMoney



## As your packaging partner, MWV's Natralock® team uses relevant market insights to deliver innovative designs and solutions to meet all of your global packaging needs.

### Packaging Sustainability

You're committed to the environment. Natralock delivers. It's a more sustainable packaging solution than plastic clamshells, designed to maximize the use of recyclable materials and minimize waste.

- Made from sustainably sourced paperboard that can include up to 30% recycled fiber.
- Reduces overall packaging weight by 30% and uses 65% less plastic, on average, than petroleum-based PVC clamshells.

### Innovative Design

Great packaging gives your product more punch. Together, we can find the solution that's right for you.

- Researchers, analysts, packaging designers, material scientists and marketing professionals to support your packaging needs.
- Consumer-insights-based packaging design.
- Application and technical structural package design to enhance your product and sustainability.



### Retail and Brand Security

Say no to retail and brand theft. Natralock packaging offers maximum security in the store and around the world.

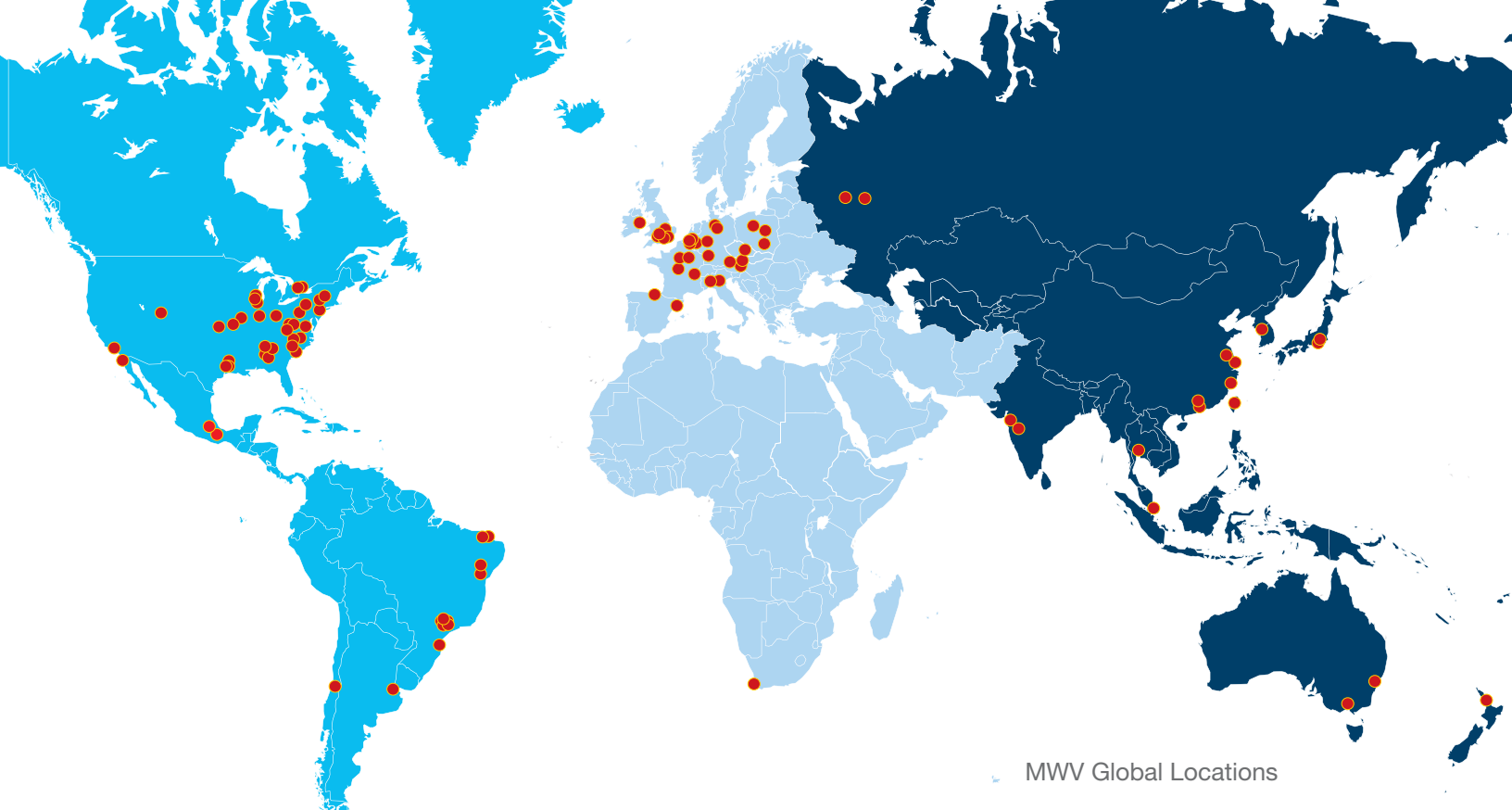
- Tear-resistant laminated paperboard is sealed with an APET or RPET thermoform blister for in-store protection. Yet it's easily opened at home with a pair of scissors.
- Secure file transfer systems and standardized software and procedures protect brand image and identity.

### Cost Savings

It pays to be a lightweight. Natralock's lighter packaging means reduced warehousing, transportation and shipping costs compared to traditional clamshells.

- Requires up to 65% less energy in fulfillment on average, increasing production rates and efficiencies.
- Can use existing sealing machinery, making the switchover from clamshells quick, easy and inexpensive.





MWW Global Locations

## Expand your global footprint with MWW Natralock®

MWW manages every step of the manufacturing process, from paperboard production to package design and converting, helping guarantee supply stability and process efficiency. With production facilities in **30 countries** and clients in over **100 nations**, we have global resources available whenever and wherever you need us.

- Our state-of-the-art **manufacturing plant in China** features advanced packaging systems and over 400 trained professionals who deliver the high production volumes and fast turnaround speeds our customers need.
- We have more than **20,000 employees worldwide**, with package designers across three continents.
- MWW's global converting capabilities allow for worldwide launches of products and/or artwork without the threat of piracy caused when multiple printers and unknown systems handle your packaging.
- We create growth opportunities for our customers by leveraging our partnerships throughout **Asia and Europe.**

Want to know how our innovative packaging solutions can help you achieve your sustainability, theft reduction and branding goals? Contact your Natralock partner at **1.877.727.6323**. And be sure to visit us on the web at **[natralock.com](http://natralock.com)**.

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Printed on MWW Crescendo® C2S 280 gsm/12pt.

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**[natralock.com](http://natralock.com)**

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take shape™