



## Natralock<sup>®</sup>

**Improve customer experience with a secure, customizable alternative to clamshells**

With Natralock, you can:

- Reduce theft by protecting against package attack
- Promote open merchandising and add an inviting shelf presence
- Maximize the use of environmentally friendly, recyclable material
- Provide an easy, safe opening experience
- Decrease production costs and packaging fees, increase production speeds



# Natralock®

## A clear choice for better security

### Protect your products – and improve the shopping experience

To help boost security and remove barriers to purchase, we offer Natralock® tear-resistant packaging. As durable and secure as clamshells, Natralock provides superior product visibility and a safer, easier opening experience to help drive sales and profits.

- Tear-resistant paperboard is safe and easy to open with scissors
- Provides a crystal-clear view of the product
- Generous, high-quality paperboard space for brand messaging and bold graphics
- Seals up to 60% faster than clamshells

Nearly all consumers – 98% – want easy access to products.\* The problem is, so do thieves. Natralock deters offenders while still engaging consumers.

Offering a clear view of the product and branding, Natralock lets shoppers freely interact with products at the store and open them easily at home, helping to increase sales. Our customizable packaging works for a wide range of products – from electronics and toys to hardware and gardening tools.

### As sustainable as it is secure

Natralock helps lessen your environmental impact while also reducing your material and energy costs. Comparing Natralock with traditional clamshells, independent consultancy Environmental Packaging International found Natralock packages, on average, to:

- Use 70% less plastic
- Reduce total packaging weight by 22%
- Use 55% less energy (BTU) in manufacturing material
- Emit 22% less greenhouse gas emissions during production
- Feature 90% fewer chemical bad actors
- Reduce international packaging fees by 14% to 74%

Natralock is also available in an economical non-tear-resistant grade for applications that don't require security.

### Ready to move beyond clamshells?

Visit [westrock.com](http://westrock.com) or call 1-877-643-5414 to learn more.



**“Natralock packaging clearly provides a high-quality shelf presence. We had a true partnership with the WestRock team.”**

—Greg Fornasiero, Sr. Manager,  
Packaging, The Home Depot

\*WestRock Retail Security Solutions Study 2013.

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