

MWV Packaging Solutions Cuts Plastic Use and Board Weight for Coast Knives, Tools, and LED Lights

For a consumer products manufacturer serious about durable, functional equipment as well as environmentally friendly business practices, selecting a sustainable security packaging solution in an effort to reduce post-consumer waste and increase recyclability 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. Coast knives were first introduced by Henry W. Brands, Sr., to provide quality knives to the farmers, ranchers, and workingmen of the Pacific Northwest. Today, Coast produces sport knives, multi-purpose tools, LED lights, and licensed products for Eddie Bauer.

Context

Coast Products, founded nearly ninety years ago and recognized for skilled craftsmanship and quality materials, was using PVC plastic clamshell packaging for several of its knives, tools, and LED lights sold in retail outlets throughout the Americas. Reflecting its commitment to the environment, Coast Products set out to partner with a provider of sustainable packaging solutions to reduce post-consumer waste, increase recyclability, and reduce product theft at retail.

Challenge

To complement its energy-efficient products and environmentally friendly business practices, Coast looked to MeadWestvaco Corp. (MWV) to develop packaging solutions that increase sustainability measures through reductions in plastic use, post-consumer waste, and weight for the packaging of its knives, tools, and LED lights while providing the same level of retail security of its previous bulky, plastic clamshell packaging.

Solution

MWV consulted with Coast and replaced its PVC plastic clamshell packaging with a lightweight, sustainable security paperboard alternative. 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 for Coast products.

Natralock packaging starts with a proprietary tear-resistant paperboard that is recyclable and can contain up to 30 percent recycled content. The tear-resistant paperboard is then combined with a clear film or bubble of an APET or RPET thermoform to create a visible package that is nearly impossible to tear apart by hand, deterring theft in stores. However, with a simple pair of household scissors, the package can be opened easily and safely by the consumer. 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 sustainability goals of retailers and manufacturers. When compared to clamshells, Natralock packaging requires fewer raw materials and chemicals and less energy to produce. It can also be sealed on existing sealing machinery, requiring little additional cost, making the switchover from clamshells quick and easy.

Results

Coast Products swiftly implemented MWV's Natralock sustainable security packaging for fifteen Coast knife and tool products. The new Natralock packaging format reduced packaging material by up to 60 percent and reduced the amount of plastic by up to 90 percent from previously used plastic clamshell packaging. In addition, it enjoyed reduced energy consumption and increased production rates and efficiencies by implementing MWV packaging solutions.

CPI test results showed an average of 79 percent plastic and 44 percent overall weight reductions, reducing the amount of packaging materials in landfills and increasing recyclability. Coast is currently applying the same Natralock packaging to its line of highly 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.

Coast is currently using Natralock packaging for all knife and tool SKUs new for 2008 and will roll out Natralock packaging across its knife, tool, and LED lighting product lines in 2009. ■



Coast Products replaced their PVC clamshell packaging (right) with MWV's Natralock® security packaging (left) for fifteen knife and tool products, which reduced packaging material by up to 60 percent and reduced the amount of plastic by up to 90 percent.