

**Case Study:**

# LoggerHead Tools Bionic Wrench

*“We found our Transparent Container sales rep very easy to work with, and the design people were professional and knowledgeable.”*

Founder and President  
LoggerHead Tools



**Specifications:**

- Market Segment:**  
Consumer Hand Tools
- Primary Channel:**  
Club Stores
- Secondary Channel:**  
Other Retail
- Format:**  
EcoLock™ Club Pack
- Materials:**  
.012 Recycled PET  
E-Flute Corrugated & SBS  
(Solid-Bleach-Sulphate)

**Background:**

LoggerHead Tools® was entering the club store channel and was required to produce a two-SKU package that could be separated into single-SKU packages. Additionally, LoggerHead wanted to insure a clear view of the product, incorporate a “Try Me” feature and adhere to the pallet requirements of the club store.

**Solution:**

The Transparent Container team immediately knew the versatility of the EcoLock packaging was the solution for LoggerHead Tools. EcoLock would easily allow them to meet all the criteria and include some value-added bonuses as well.

EcoLock’s fully recyclable, litho-laminated paperboard was designed with a vertical perforation to allow LoggerHead to quickly, easily and cleanly separate the original two-SKU package as needed. Thermoformed blisters of each product insured a clear view and without losing structural integrity, a cutout was created for the “Try Me” feature. The package also had the strength to easily hold the

weight of any LoggerHead tool and support the layers required for pallet merchandising.

For LoggerHead, the value-add bonuses of EcoLock included consumer recycling opportunities, security and ability to use existing heat-sealing equipment. Consumer recycling opportunities were easy to achieve because there is only a paper-to-paper seal in EcoLock packaging. With no cross contamination between the blister and the paperboard, recycling opportunities were maximized. The packaging had just the right amount of security to discourage pilfering and LoggerHead was able to quickly get up and running on their existing equipment.

