

# Existing clamshell packaging



Vendor stock category sticker covers logo: Sport Chalet

PVC clamshell packaging, required by all vendors is not eco friendly



Sensomatic

Secondary label placement obscures logo, package graphics: Eddie Bauer, Big 5, EMS, Grainger, Steinmart, Fred Meyer, XXX, LL Bean, Promo/Discount call outs



Additional PVC over clamshell required by Target



Checkpoint RFID required by Target

# Proposed board to board packaging



Revised graphics accommodates vendor stock category sticker: Sport Chalet

Smaller clamshell is more eco friendly



White uncoated board accomadtes generic and stock catagory UPC's and all secondary stickers and imprinting



Board to board membrane resists pilfering without additional PVC over clamshell

Sensormatic is placed within product cavity

