

Packaging

After extensive consumer research into padlock usage, SQUIRE has designed its market leading packaging to be high impact and easy-to-choose and use. Clear, easy-to-understand packaging helps you sell higher value products and increase your profits.

Not to scale

- 1 Strong SQUIRE branding - reassuring your customers that the product is of the highest quality
- 2 Usage symbol, enabling customers to choose the correct lock for the required application
- 3 Modern, clean new look
- 4 Clear, colour coded security rating system, showing the product's security level in the context of the whole SQUIRE range
- 5 Lock making heritage: 228 years of lock making

- 6 Suggested locking applications
- 7 Consumer security advice and tips
- 8 Customer helpline
- 9 Lock specification - simplified technical data
- 10 Personal 10 year guarantee for customer confidence and quality assurance

Squire icons help the customer choose

