



**MeadWestvaco**

**Nanofil Twist-Off and Reclosable Natralock Card  
Pure Fishing / Berkley**

Board: .018 Natralock® SBS from MeadWestvaco

This patented design using Natralock® tear-resistant paperboard, provides security at retail and frustration-free opening.

How it works is simple: the blister's flange is caught within the seal of the perforated cards. To access the fishing line, the user simply rotates the thermoform counter-clockwise until the perforation breaks. Once the blister is separated from the sealed area, it twists off and on for easy accessibility and reusability.

The card also has a cutout and strategic seal pattern to accommodate a piece of secured line, allowing users to feel the fishing line in-store. Moreover, the package retains its brand image throughout its life cycle because the blister's strategic bumps and

ridges allow users to easily re-thread the thermoform back onto the card so they can replenish the line on more than one fishing reel. This keeps the package intact over the life of the product.

The smaller packaging footprint improves shipping and storage logistics by allowing more cartons to fit in a shipper, pallet, and truck, as well as on more store shelves.

Since the client needed the manufacturing and fulfillment of their fishing line to be fully automated, we developed (in partnership with Starview Packaging Machinery) an eight-station automatic blister packaging machine that featured a card-transfer mechanism, an automatic card fold-over, package sealer, and finished package uploader.

