

MATRÉ DESIGN  
LOCKING ONTO SOMETHING BIG.



# GREAT IDEAS THAT FOSTER EVEN GREATER PARTNERSHIPS

**OUR CHALLENGE:** Extend and strengthen the Master Lock® brand in backpack locks.

As the undisputed leader in school locker security, Master Lock was looking for a way to leverage and grow the backpack lock category. They turned to Matré Design for creative yet practical and effective solutions.

**OUR SOLUTION:** During the research phase of this “riveting” project, the Matré Design team observed students using traditional climbing hardware to clip keys onto their belt loops. An idea was born. Our innovative designers incorporated the very recognizable, very colorful, and very versatile form of the carabiner into a new backpack lock enclosure.

Now students of all ages can secure their backpacks with rugged individuality using Master Lock’s “hook” backpack lock.

**LOCKING ONTO SOMETHING BIG!**



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