



IMPACT AT THE POINT OF SALE

- Open package design showcases the product and encourages consumer interaction
- Powerful color maximizes shelf presence and helps guide the consumer
- Prominent brand positioning reinforces consumer recognition
- High impact recyclable plastic card facilitates clean on-shelf presentation

**MAGNUM®
1 CHOICE OF
PROFESSIONALS**



2X 
HARDER TO CUT*
4X 
HARDER TO BREAK OPEN*



INTRODUCING MASTER LOCK® MAGNUM®

Maximum Strength • Stainless Steel Rust Protection • Fits More Applications

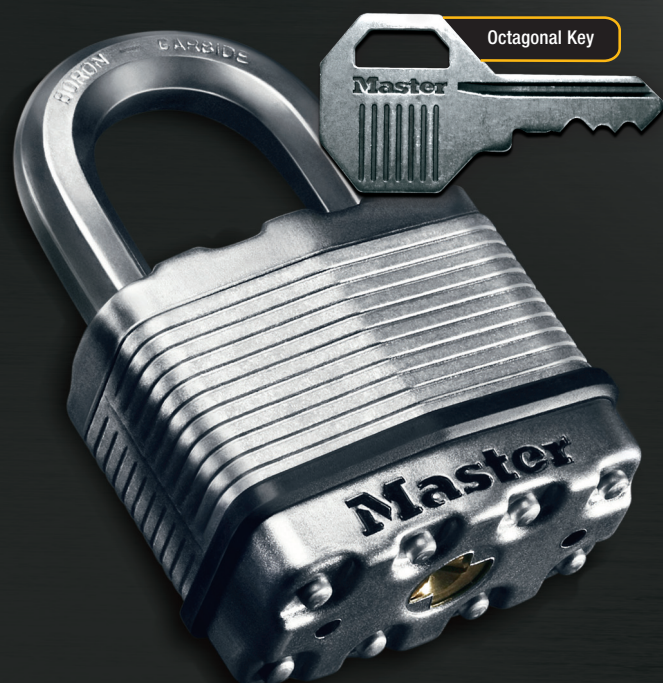
MASTER LOCK MAGNUM DELIVERS PROFESSIONAL GRADE SECURITY



Master Lock is revolutionizing the padlock category with the introduction of the Magnum family of padlocks, delivering unprecedented security in a consumer padlock. The use of high-end materials combined with advanced manufacturing processes and mechanical design features yield a consumer padlock that delivers the highest levels of security available.

The Magnum Advantage:

- Tough-Cut™ octagonal boron-carbide shackle – 50% stronger than hardened steel
- Increased shackle clearance to fit more applications
- Dual ball bearing locking for maximum pry resistance
- Laminated locks feature Dual-Armor™ construction:
 - Laminated steel core for maximum strength
 - Surrounded by weather resistant protective components
- Stainless & Solid Steel locks feature covered keyways for superior weather resistance

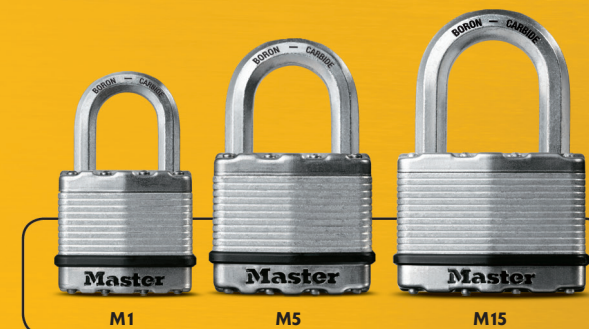
Offering the maximum in strength, weather protection, and versatility, it's easy to see why Magnum is the #1 choice of professionals.



M1	VS.	3D
Octagonal Boron-Carbide Shackle is Two Times Harder to Cut.	VS.	Hardened Steel Shackle
		
Dual Ball Bearing Locking is Four Times Harder to Break Open.	VS.	Lever Locking

*Master Lock Magnum M1 is 4X harder to break open than the 3D based on ASTM F883-04 Shock test and 2X harder to cut than the 3D based on ASTM F883-04 Cut test.

LAMINATED



- Tough-Cut™ Octagonal Boron-Carbide Shackle
- Max Clearance More Uses
- Ball Bearing Locking for Maximum Pry Resistance
- Dual-Armor™ Protection: Laminated Steel Core for Strength, Stainless Steel & Zinc Outer Components for Weather Resistance
- Chisel Resistant Recessed Rivets
- Reinforced Body Bumper for Scratch Resistance
- M1 & M5 4-Pin Cylinder for Increased Pick Resistance
- M15 5-Pin Cylinder for Maximum Pick Resistance

SET-YOUR-OWN COMBINATION



- Tough-Cut Octagonal Boron-Carbide Shackle
- Max Clearance More Uses
- Set-Your-Own Combination Convenience
- Covered Dials for Superior Weather Protection
- Reinforced Body Bumper for Scratch Resistance
- Includes Convenient Back-Up Key™
- 4-Pin Cylinder for Increased Pick Resistance

SOLID BODY



- Tough-Cut™ Octagonal Boron-Carbide Shackle
- Max Clearance More Uses
- Ball Bearing Locking for Maximum Pry Resistance
- Covered Keyway for Maximum Weather Protection
- Reinforced Body Bumper for Scratch Resistance
- Convenient Rekeyable Cylinder
- 5-Pin Cylinder for Maximum Pick Resistance

EXTREME CONDITIONS



- Rust-Oleum® Certified Protection Guaranteed Not To Rust
- Tough-Cut™ Octagonal Boron-Carbide Shackle
- Max Clearance More Uses
- Dual-Armor™ Construction: Laminated Steel Core with Weather Resistant Cover Protects Against Snow, Rain, Dirt, Mud, Grime, and Salt
- Covered Keyway and Shackle Seal
- 4-Pin Cylinder for Increased Pick Resistance

SHROUDED SHACKLE



- Tough-Cut™ Octagonal Boron-Carbide Shackle
- Max Clearance More Uses
- Stainless Steel Construction for Maximum Weather Protection
- Covered Keyway for Superior Weather Protection
- Reinforced Body Bumper for Scratch Resistance
- 4-Pin Cylinder for Increased Pick Resistance