

Fresh Choice® **Plus**

# LOCKIT™

**PICK A SIZE. LOCKIT UP. MAKE IT YOURS**  
CREATE CONTAINERS OF DIFFERENT SIZES WITH ONE CLIP



What do the **LOCKIT** personas say?



**Sean**

I'm a foodie through and through

Cooking is my life. I love trying new recipes and I spend my free time in discovering more about food and cooking.

**Motivations:**

I will pay more **for storage that is strong and built to last**. It should be **easy to clean** and **stain proof**.



**Sally**

Finally! the kids have left home, out time is our own

My kids are off my hands, I've got more time to spend trying new recipes and show off new products that are different

**Motivations:**

I need a more **adaptable system** to store things. Something that **prevents me squashing foods**.



**Jaime**

I'm very health conscious - cooking and eating right

I try to live a healthy life. I care about what I cook and the materials in the products I use. I take pleasure in caring for loved ones

**Motivations:**

I want to **keep my food fresh** and **free from harmful chemicals**. It should be able to store all my storage needs.



**Ella**

I'm a busy working mom with growing kids

I cook because I want to feed my family nutritious food. I live a busy lifestyle so Sunday is meal prep day for the week.

**Motivations:**

I need **storage I can go out** with so it must be **leakproof**. Since I cook in advance, it must be **freezer safe**.



**Jenna**

Got a great job I love, I like cooking too

I lead a busy lifestyle, I like to cook with my partner. I care about the environmental impact of the products I buy.

**Motivations:**

We don't have a lot of space so **need a tidy solution** that **is easy to organize** and fits the space we have.

But Storage Today is ...

LOCKIT™

# A Messy Experience

Finding the **right size box**

**Unorganized** Cupboards

LOOKIT™

# One Dimensional

A **predefined** container  
and lid

LOCKIT™

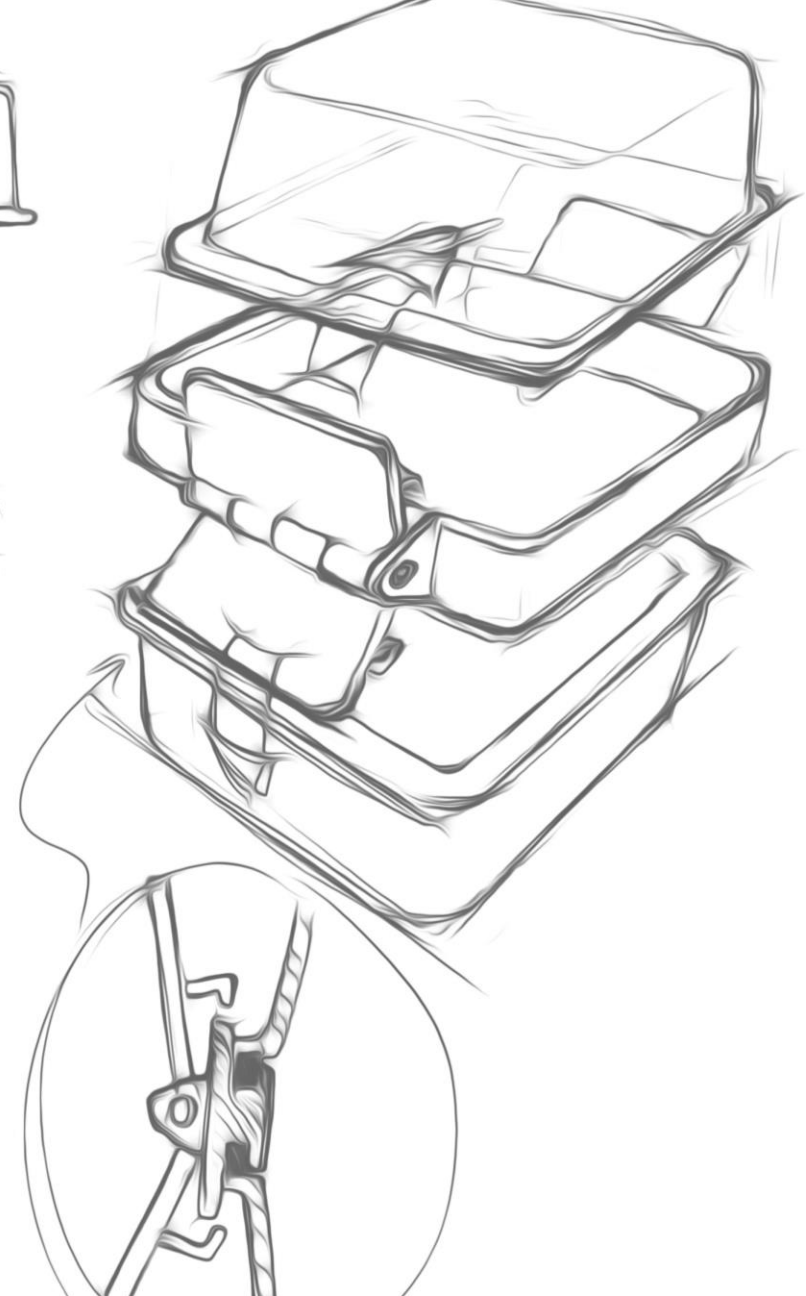
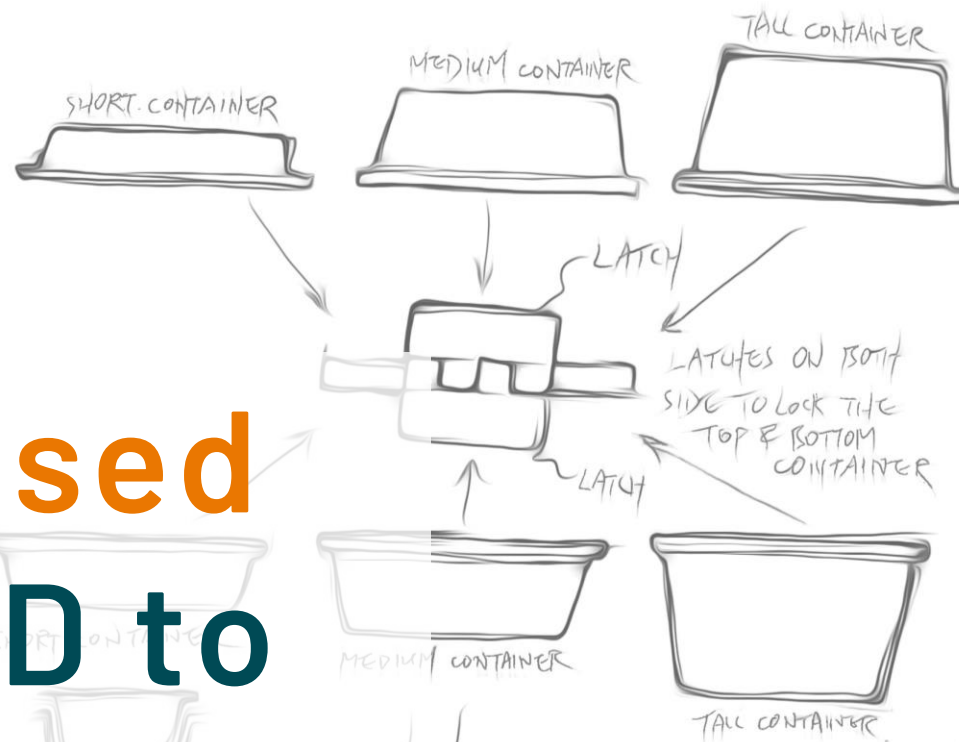
# Not Built to Last

Hinges that break quickly

Boxes that aren't durable

# We realised the NEED to

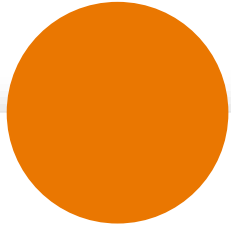
Create the ultimate Space Saving  
Food Storage that provides  
Flexibility, Quality & Ease of Use.



LOCKIT™

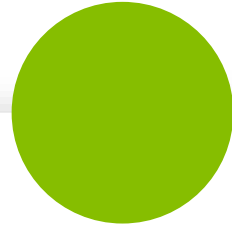
Store your food in every way you want with our LOCKIT. It's Made to Fit.





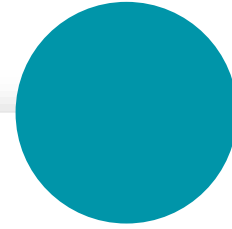
## VERSATILITY

A storage system where the sum is greater than its parts



## INNOVATION





2-way lock means a new way to consider space

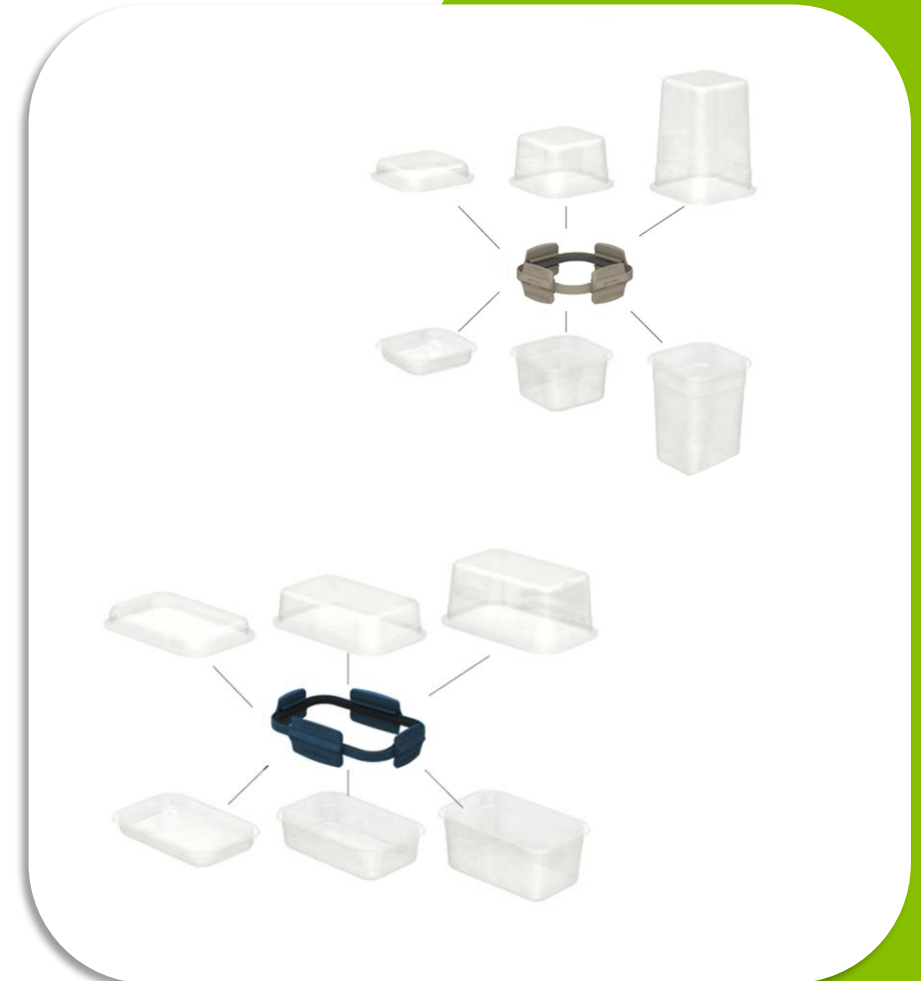


## UTILITY

Different spaces means storing different things

# Gain Endless Versatility and Adaptability

-  Our LOCKIT system allows ultimate adaptability and versatility.
-  Designed for complete flexibility – All tops and bottoms are interchangeable.
-  Its Made To Fit – so build the container you need to suit your requirements.
-  No Effort – There's no need to look for the right lid for the right box.  
Just pick the boxes to fit your needs.



## Easy Food Storage

- The unique design allows for easy food access.
- With traditional food storage, the produce must be dropped in the container to store and can be hard to remove.
- With LOCKIT, when the top portion is removed the food can easily be accessed.

## No Crushed Food

- Store sandwiches, cakes and more without spoiling.
- Say bye to pressing your lid down and squashing your food.








# Stay Tidy and Organised

- Fresh Choice LOCKIT storage system has been designed for easy and tidy storage when in use or when it waiting.
- All components stack when not in use.
- Keep cupboards and refrigerators tidy and organised.
- Build the container size you need, so no valuable cupboard, refrigerator to freezer space is wasted.



LOCKIT™

# Our LOCKIT Seals the Freshness

-  Finger friendly easy to operate and robust catches.
-  Our hinges click open and click shut – Their pin based design is built to last.
-  Leak proof and freshness guaranteed silicone seals.
-  Enhanced cleaning – no dirt traps, ensures that no hidden germs get stuck.
-  Seals are removeable for easy cleaning.



# LOCKIT™



## Space saving and adaptable

Customize the right size container for your storage needs.



## Airtight

Seal the Freshness.



## Prevent food from being squashed

With interchangeable upper and lower containers.



## Freezer and Microwave safe

Suitable for refrigerator storage of foods and reheat food in the microwave.



## Leakproof Guaranteed

Take on-the-go with confidence



## Built to last

Made from high-quality materials that will last for years to come.



## Easy to clean

Seals remove for easy cleaning and dishwasher safe.



## Safe for your family

Made with high quality BPA-free materials.

LOCKIT™

# SIZES AND SHAPES

Mix and match containers and snap them together with a single clip – create containers of different sizes with one clip.

Available Shapes: **Rectangle and Square**

## RECTANGLE



Rectangle Clip



Small Container:  
160ml / 5.4oz  
Size: 176x110x25.5mm



Medium Container:  
460ml / 15.5oz  
Size: 176x110x45.5mm



Large Container:  
1000ml / 33.8oz  
Size: 176x110x77.5mm

## SQUARE



Square Clip



Small Container:  
280ml / 9.4oz  
Size: 110x110x25.5mm



Medium Container:  
560ml / 18.9oz  
Size: 110x110x65.5mm



Large Container:  
960ml / 32oz  
Size: 110x110x145.5mm

# LOCKIT™

## SQUARE SETS



Square 4-Piece Set  
HHCT181



Square 6-Piece Set  
HHCT160



Square 6-Piece Set  
HHCT168



Square 9-Piece Set  
HHCT161



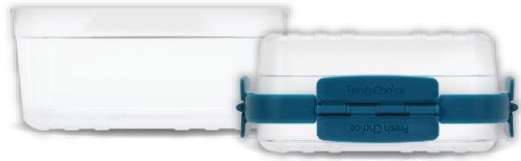
Square 9-Piece Set  
HHCT165



Square 18-Piece Set  
HHCT166

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# RECTANGLE SETS



Rectangle 4-Piece Set  
HHCT182



Rectangle 6-Piece Set  
HHCT159



Rectangle 9-Piece Set  
HHCT163



Rectangle 9-Piece Set  
HHCT167



Rectangle 18-Piece Set  
HHCT162

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# SQUARE & RECTANGLE SETS



Square & Rectangle 12-Piece Set  
HHCT164

Fresh Choice<sup>®</sup>  Plus LOCKIT<sup>™</sup>

# LOCKIT | PACKAGING

# LOCKIT™ | PACKAGING

## SLEEVE



## BOX



Fresh Choice<sup>®</sup>  Plus LOCKIT<sup>™</sup>

# LOCKIT | MARKETING ASSETS

DIGITAL AND IN-STORE COMMUNICATION

## LEAFLET



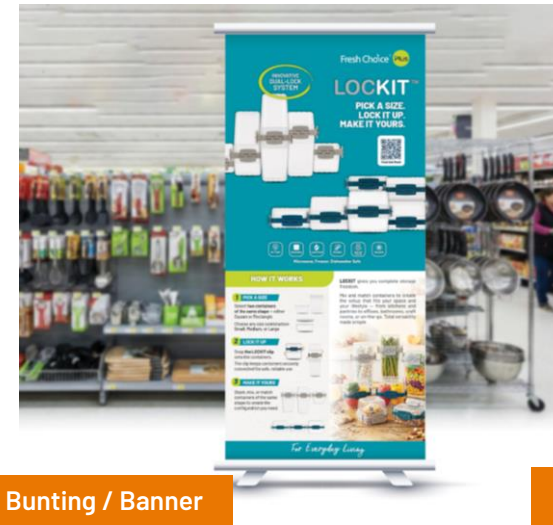
## IN-STORE VISUAL MERCHANDISING



Shelf Topper / Header Banner



Gondola End / End Cap



Bunting / Banner



Tent Card

# CREATE CONTAINERS OF DIFFERENT SIZES WITH ONE CLIP

LOCKIT™



Microwave, Freezer, Dishwasher Safe

Fresh Choice® **Plus**