



PACIFIC LOCK

by Gregory B. Waugh - President, PACLOCK

Are you ready to grow your business? Imagine if your company had the ability to manufacture its own line of high security padlocks. Are you ready to seize your opportunity and build a lasting partnership with a trusted name in the padlock business?

We are!

Welcome to the Pacific Lock Company (PACLOCK™), a Californian corporation, formerly doing business as Federal Lock Company. What's that... the name has changed? It has, but even though the name has changed, the core product line has not. PACLOCK will continue the tradition of manufacturing quality padlocks with the features and dependability that all of its customers rely upon. Moreover, PACLOCK remains a family owned and operated business with its corporate headquarters in Chatsworth, California.

Along with the company's name, the focus has changed. PACLOCK is positioning itself to be "your partner in the lock business." In order to initiate the realignment, PACLOCK is prepared to offer its customers (aka "partners"):

"Your Logo, Your Locks"™ Program

A first in the industry! Pick any rekeyable lock and put your logo, your phone number, your slogan, "your anything" on it and sell it under your own brand name. What's more, you can do all of this with no minimum order size, get guaranteed shipping, and pay a comparable price to that of another manufacturer's branded lock. Most importantly, you won't find PACLOCK's logo anywhere on these locks... because they are "your locks!"

Opt for our "Shackle Pac"™

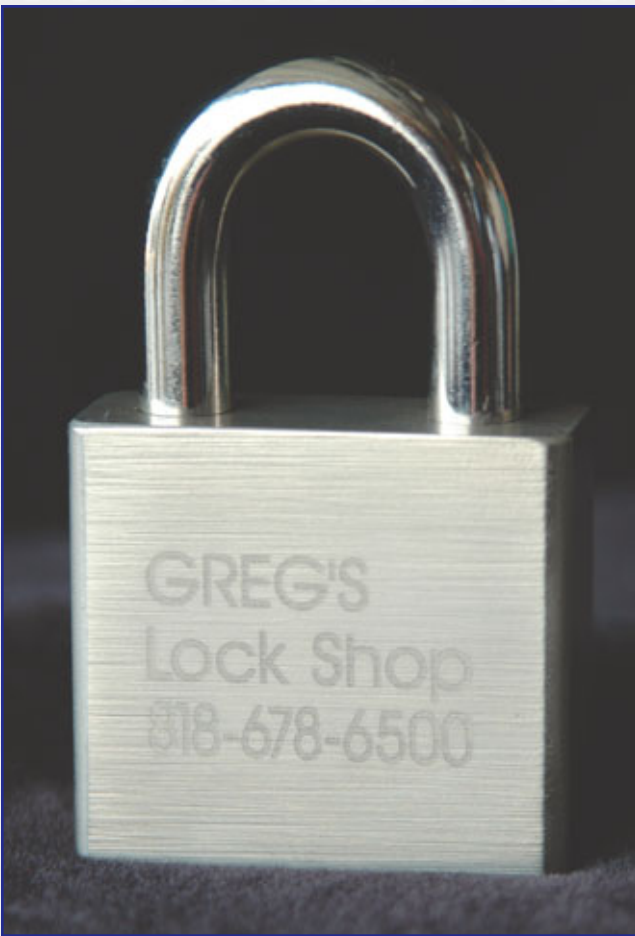
Leverage PACLOCK's quick-change shackle capability to save you money, time, and get unbeatable flexibility. For a nominal price increase over the standard 1" installed shackle, you can now purchase the lock and get the 2" and 3" shackles included! What's



1. PACLOCK 200, 1501C & 90A padlocks.



2. PACLOCK 400 disk lock.



3. PACLOCK's Your Logo, Your Locks™ laser engraved program.

more, compare the prices... it's cheaper to buy a PACLOCK with the 1" shackle installed and the 2" & 3" included loose than it is to buy that same lock with either the 2" or 3" shackle installed.

Guaranteed 10 Business Day Shipping On Every Order

All orders, no matter the level of customization, will be shipped within ten business days after order confirmation. If PACLOCK ships later, then you will receive a daily credit of a 1.5% monthly APR until the order ships. Also know that our company internal goal is to have every order shipped within five business days!

Significantly Reduce Your Inventory Levels

Hold on to your cash by leveraging PACLOCK's fast shipping. Why hold inventory when you can depend on PACLOCK shipping your product consistently fast. Even still, send PACLOCK your packing list and we'll drop ship directly to your customers with your paperwork and your 'ship from' address!

Pay With Your Credit Card

PACLOCK's upgraded IT systems offer on-line invoicing and bill payment! Every invoice has a



4. Logos, phone numbers, web addresses, etc., can be placed anywhere.

secure web site link that gives you the ability to pay anytime, anywhere, on-line. Why send a check when you can use your credit card, get free miles, and delay your cash payment for another three or four weeks until you need to pay your credit card bill?

Free Shipping on Orders Over 150 Pounds

Want to know how much your order will weigh? Go on-line to www.paclock.com and use our "Weight Estimator" to work it out.

PACLOCK Partners With You

A tiered partnership program that clearly identifies yearly revenue targets and discount rates for all of our customers.

Upgraded IT and Internet Tools

Our new IT technology provides you with online ordering tools via our new website, www.paclock.com. We have also integrated new software for order processing efficiency and for order status update automation.

PACLOCK strongly believes that your company will benefit from these changes because you can lower your inventory, offer a truly unique and custom product, and provide fast turn around times. In

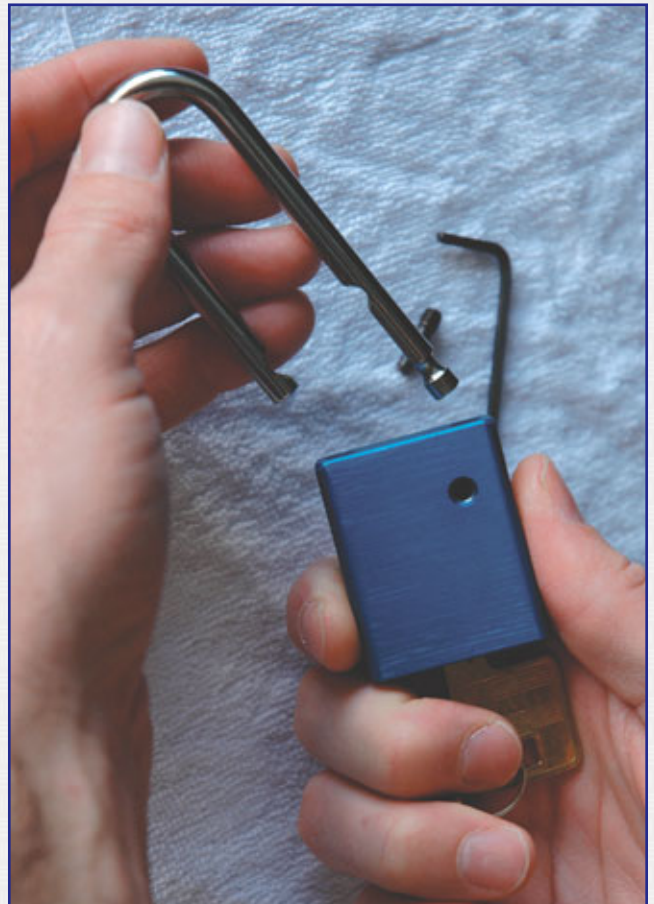
short, it becomes a win-win situation for us, for your customers, and especially for you!

“Your Logo, Your Locks”™ Program

Here’s an example. Let’s say you service a retail department store that needs color coded padlocks with master keyed cylinders. Frequently the department store finds that these locks “walk off” because of their eye appeal and lack of distinguishing features. The fix is simple. Make the locks uniquely branded to the department store. Put their logos and security numbers on the locks! In addition, you can also place your contact information on the lock for future servicing needs.



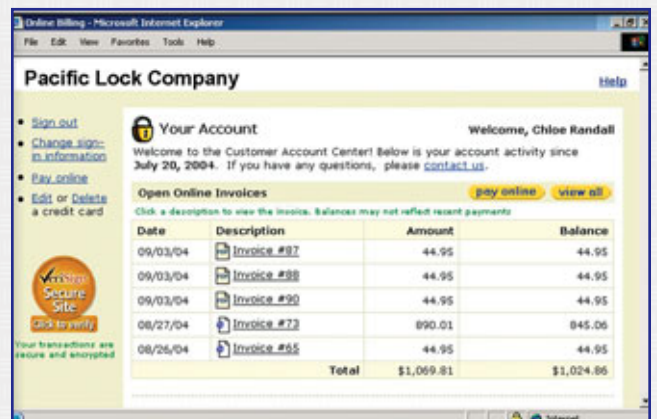
5. PACLOCK products feature easily removable shackles.



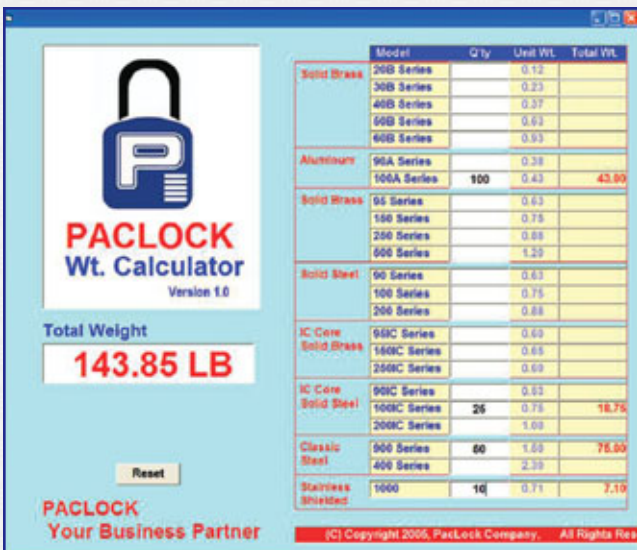
6. Remove a setscrew, open the padlock and the shackle is removed.



7. PACLOCK website at: www.paclock.com.



8. PACLOCK’s On-Line billing page.



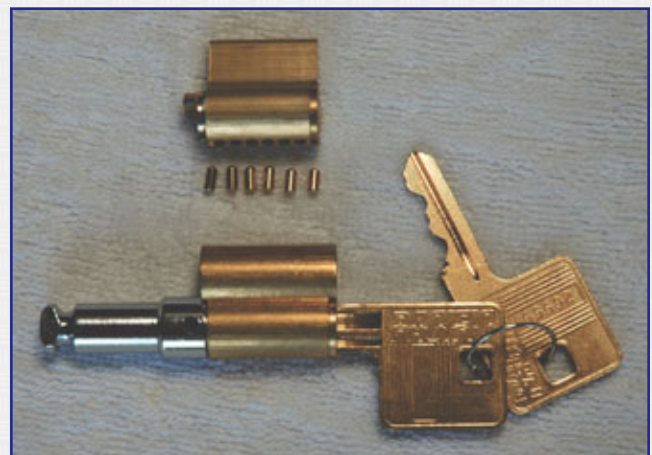
9. PACLOCK's Weight Estimator page.



10. PACLOCK's Product Identifier page.



11. Customize your padlocks with logos and security number identifiers.



12. All PACLOCK products feature 6-pin cylinders.

engraving. "Your Logo, Your Locks"™ presents only the limitations of the lock itself. You can use any font, any logo, on any place that your text/logo will fit. Want to put your web address on the shackle? Done. Want to put an identifying mark on the very bottom of the lock? Done.

"Your Logo, Your Locks"™ applies to any rekeyable PACLOCK. Want to put your logo on a 900 series lock? How about a 400? Or a 95IC? No problem.

In order to provide best in class laser engraving service, PACLOCK partnered with a world-class laser engraving company, Precision Mark Technologies. Take a look www.precisionmark.com.

The quality of PMT's laser engraving process is superior. See for yourself... use a magnifying glass to compare PACLOCK/PMT's technique to the other manufacturers'.

PACLOCK is in the business of selling padlocks. Its revenues and profits will be dependant on its sales of padlocks, not on its volume of engraving

services. This means that PACLOCK's engraving costs are your engraving costs.

Following through with the department store example above, let's work out a realistic pricing scenario. As their dealer, you sell them twenty-five of PACLOCK's 90A blue anodized aluminum padlocks. You opt for the "Your Logo, Your Locks"™ program and send us your design requirements. Specifically, you want:

"XYZ Department Store" and its logo on the front of the lock

"Jewelry Depart." On the side of the lock

"John's Lock Shop ~ (888) 555-1212" on the back of the lock

Your estimated engraving costs are broken out below:

One-time logo digitization costs: \$100 - \$300 depending on the amount of detail (waived if logo is already digitized).



13. PACLOCK's side positioned drain hole.



14. PACLOCK's Bottom positioned drain hole.



15. PACLOCK's Industrial lockout tag and padlocks.

Laser setup costs: \$35 (waived if ordering more than 200 of the same style lock).

Engraving costs:

\$.60 for the front; \$.20 for the side; \$.20 for the back.

Your estimated total engraving costs for twenty-five very customized padlocks: \$1.00 per lock in addition to the base lock price plus the setup costs and digitization costs. Want to put your website on the shackle? That will only be about \$.20 more. Think of the possibilities! What's more, think of how much you will be able to mark-up this at-cost engraving capability and make even more money!

Benefits of PACLOCK

Getting back to the basics, PACLOCK wants to reassure its current customers, as well as its future customers, that its focus is on quality and security. First, you should be aware that a 6-pin cylinder is standard on all rekeyable PACLOCK's. A 6-pin cylinder offers greater security with more than 262,000 combinations. Whereas, using a 5-pin cylinder downgrades you to a system with less than 33,000 possible combinations.

Secondly, and more importantly, if you use a master key type service then you are really limited with a 5-pin cylinder. Your chances of an unintended key match are drastically increased using a 5-pin than they are a 6-pin cylinder.

PACLOCK's also feature unique designs that are advantageous over the other manufacturers'. As an example, you will notice that a PACLOCK's drain holes are positioned either on the side of the lock or on the bottom. Why is this important? Well, some manufacturers have their drain holes on the back of the lock. Drain holes on the back have the potential to cause water or rust stains on customers' doors, gates, or anything else using the lock outdoors.



16. PACLOCK's Industrial lockout tags.

sary to accomplish our mission. Just remember that the Federal Lock you've come to know and trust is now Pacific Lock ~ or PACLOCK.

Are you interested in growing your business and helping us grow ours? Want to offer your own line of padlocks? Then get in touch with your local distributor or call PACLOCK at 888-562-5565. You can also e-mail us at sales@paclock.com. We are looking forward to a bright future.

Are you?

*For more information contact PACLOCK at:
21618 Marilla Street, Chatsworth, CA 91311;
Phone: 888-562-5565.*

Photography courtesy of Amber Raskin.



When it rains on a PACLOCK, the run-off does not travel down the customer's freshly painted shed. It drips off the side or the bottom of the lock!

PACLOCK's IC locks are uniquely designed to use a screw to fasten the IC forks in place. So when a 250IC is shipped, it will arrive at your shop just the way it left the Chatsworth facility... ready for you to insert your IC cylinder (no need to worry about the guts of the lock spilling out while in transit!).

PACLOCK is also standardizing stainless steel shackles for all of our rekeyable brass padlocks. After all, the reason for buying a brass body padlock is for outdoor use. You shouldn't have to "upgrade" and pay more for a weather-proof shackle! Stainless steel shackles are now standard on our 95, 150, 250, 500, and comparable IC padlocks.

In short, PACLOCK is on a mission to be your partner in the padlock business. As the President, I will leverage my leadership experience and training as a former Army officer and West Point graduate to provide the guidance neces-



PACIFIC LOCK

Manufacturer of high quality padlocks for more than 13 years.

-  **Hardened Steel, Brass or Aluminum Lock Bodies**
-  **Rekeyable and Non-Rekeyable Designs**
-  **Key Retaining and Master Keying Services**








"Your Logo, Your Locks™"
Turn our high security, high quality padlocks into your high security, high quality padlocks.

PACLOCK™

Your partner in the lock business™

Order PACLOCKS today by calling your local distributor or PACLOCK directly at (888) 562.5565. Visit us on the web at www.paclock.com

Pacific Lock Company, a California Corporation
Formerly doing business as Federal Lock Company
21618 Marilla Street
Chatsworth, California 91311
(888) 562-5565