

Product packaging can sometimes be difficult to open. The U.S. retail industry loses \$46 billion a year to theft, according to Ernst & Young. As a result, retailers "absolutely demand that the packagers do whatever they can to make it difficult to steal their products," says Mary Ann Falkman, editor-in-chief of Packaging Digest.

This requirement is very true for products that are stolen at a higher rate. The rationale for this type of packaging is to decrease theft, so retailers can keep their prices low. Someone has to pay for theft, and usually it translates into higher pricing for the honest customer.

We at Stanley would like to keep our packaging as minimal, but still functional, as possible, so the customer can interact with and understand the features of the product before buying. Even though we try, the demands of the retailers for some of the higher theft products will still cause us to have various packages that will be somewhat less than optimal for opening.

When purchasing a product whose packaging will be difficult to open, we suggest that after paying for it you take it to the "Customer Service Desk" to have a Store Associate open it for you.