

Papaiz Black Padlock Innovating ordinary object.

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PAPAIZ BLACK is the result of the collaboration between PAPAIZ and VRD, a joint effort to generate ideas for padlocks that would transcend the category usual limits, innovating products through a human centered research process. An extensive research covered the country and detected the need of a padlock to withstand extreme uses when placed in areas exposed to the most diverse weather conditions and match expectations that goes beyond security, such as durability and usability. There was an opportunity to explore solutions for situations related to leisure, such as beach houses, country houses, boats and motorcycles; moments where the malfunction of a padlock may lead to a very unpleasant situation. "Arrive at your destination and not be able to unlock a rust padlock may ruin a family trip. The outcome is PAPAIZ BLACK, a padlock able to withstand bad weather, salty air, humidity and temperature changes. This is the first product on the market that has a black stainless steel rod, whose performance, alongside its body which is shielded with a pressurized sealed cover, allows the padlock to resist the aggressive damages caused by time and stand in areas with high corrosive impact, as the beach. Furthermore, PAPAIZ BLACK has a new type of key – secured by an international patent – that incorporates a carabiner in its structure, turning its versatility a unique characteristic. Besides transportation ease – it can be hitched to a bag – the storage of other keys is facilitated when a key becomes a "keychain", defining a group of specific use like "beach house keys". Thus it creates a new meaning for such an ordinary object in the day-to-day lives.



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