

# CASE STUDY

## ADHESIVE DISPLAY STRIP

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Stick lightweight products  
exactly where you want them,  
quickly and easily!

Do-It's adhesive display strip speeds  
product loading and displaying.

Retailers looking to boost the visibility of products often place them on display strips and hang them in high-traffic areas. In addition, many manufacturers are also looking for a quicker, easier way to display their lightweight products. But loading certain products onto standard display strips can be a hassle and take time.

Do-It's new adhesive display strip makes it easier for retailers to quickly display lightweight items. The strip uses adhesive positions instead of a finger-prong design, speeding the loading of these products. Or, manufacturers can preload the strip so clerks can simply remove it from the box and hang it anywhere in the store. This display flexibility gives you additional retail options and cross-merchandising opportunities that can increase your sales by up to 300%.

This strip is ideal for any lightweight product that can be overlapped, such as snack foods,

single-serve medications, automobile aftermarket products and more. Several Mexican and South American snack food manufacturers have found it ideal for their markets, where the strips have already proven successful.

To create the strips, Do-It combined its experience manufacturing display strips with its knowledge of pressure-sensitive adhesives. Because of this knowledge, Do-It can offer several types of adhesive, so the strips can be tailored to your product's hanging needs.

For more information and samples of Do-It Hang Tabs and display strips, call **800-426-4822** or **269-637-1121**. Find the right hang tab or display strip for your product online by visiting **[www.hangtab.com](http://www.hangtab.com)** or order direct through our store site, **[www.hangtabcatalog.com](http://www.hangtabcatalog.com)**.



*Do-It's new adhesive display strip allows sticking lightweight items right to the strip. Retailers can hang products quickly, and manufacturers can preload the strip for easy display at the store.*