Hang Tabs 101

An Introduction To Do-It Hang Tabs

Shoppers today spend 55% less time shopping than 30 years ago.

Does your product packaging allow for different merchandising options?

Is your product getting noticed in the busy retail environment?

70% of Retail Sales are Impulse Purchases

Being UNSEEN = Being UNSOLD!
Selecting The Right Hang Tabs

1. **Hole Style**
   - DELTA SLOT
   - EURO SLOT
   - ROUND HOLE
   - HOOK

2. **Package Size and Weight**
   The package size and weight determine the size of the hang tab. Reference the information box in the Do-It Hang Tab Product Guide to see the recommended maximum display weight for each style.

<table>
<thead>
<tr>
<th>Package</th>
<th>Dimensions (W x H)</th>
<th>Format</th>
<th>Package</th>
<th>Master Carton Quantity</th>
<th>Master Carton Weight</th>
<th>Recommended Product Display Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>R-J27</td>
<td>10 mil 254 µ</td>
<td>9M / roll</td>
<td>6 x 15.5in roll</td>
<td>45M (5 rolls)</td>
<td>29lb 13.2kg</td>
<td>10oz 283g</td>
</tr>
</tbody>
</table>

3. **Special Purpose Hang Tabs**
   - FOLD-UP
   - HEAVY DUTY
   - SECURITY SEAL
   - CYLINDER
   - FLEXI™TAB

4. **Format**
   - Roll Form for automatic and hand application.
   - Loose Piece, Sheeted and StaxPad for hand application.
Contamination of the adhesive area is one of the most likely reasons for bad hang tab performance and can happen in a number of different ways. These include:

- Dust/Dirt
- Silicone
- Grease/Oil
- Moisture
- Cleaners
- Coatings

Apply to a clean, dry, contaminate-free surface. Apply and use in optimal temperature performance range 60º–90º F (15º–32º C). Application location – generally the backside of the product package is the best location for attaching the hang tab.

We recommend testing our hang tabs for their intended use and desired performance.

### 2x the Weight Test

Apply the hang tab on to the product and let it set (wet-out*) for 24 hours.

Double the weight of the product and hang for 20 days.

If the product is still hanging after 20 days, it should hang in a store environment for a minimum of 6 months.

*When a hang tab is applied, pressure should be applied to begin the “wet-out” process. After approximately 24 hours, the adhesive will gain 2-3 times the initial tack bonding strength.
Environmental and Material Safety

Using hang tabs can reduce the packaging materials required to professionally display products in retail stores. Reducing packaging reduces waste and starts an environmental chain reaction throughout the package life. Smaller packages need smaller master cartons, less energy for transport, etc.

The plastic and adhesive materials used do not contain any of the chemicals/substances defined by the Registration Evaluation Authorization and Restriction of Chemicals (REACH), as substances of very high concern (SVHCs). These hang tab materials do not contain unacceptable levels of lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls, and polybrominated diphenyl ethers as defined by the Restriction of Hazardous Substances (RoHS). Therefore they conform with directives 2002/95/EC and 2011/65/EU.

Hang Tab Application

All hang tab formats can be applied by hand. Simply remove the hang tab from the liner—exposing the adhesive. Be careful not to touch the exposed adhesive, as this will reduce the bonding strength. Place the hang tab on product package and add pressure to the adhesive area.

Roll form hang tabs can be applied automatically at speeds of 80–100 per minute using modified label application equipment. The most important modifications include:

- larger unwind area to handle up to 16 inch (40 cm) outer diameter rolls
- smooth web path to the peel plate (beak) —no sharp turns
- radius on peel plate (beak) edge
- sensor that can read clear materials
- added roller to apply pressure on hang tab on product package