

Do-It Merchandising Strip & Printed Header Create Display Options for DenTek® Advanced Clean Floss Picks

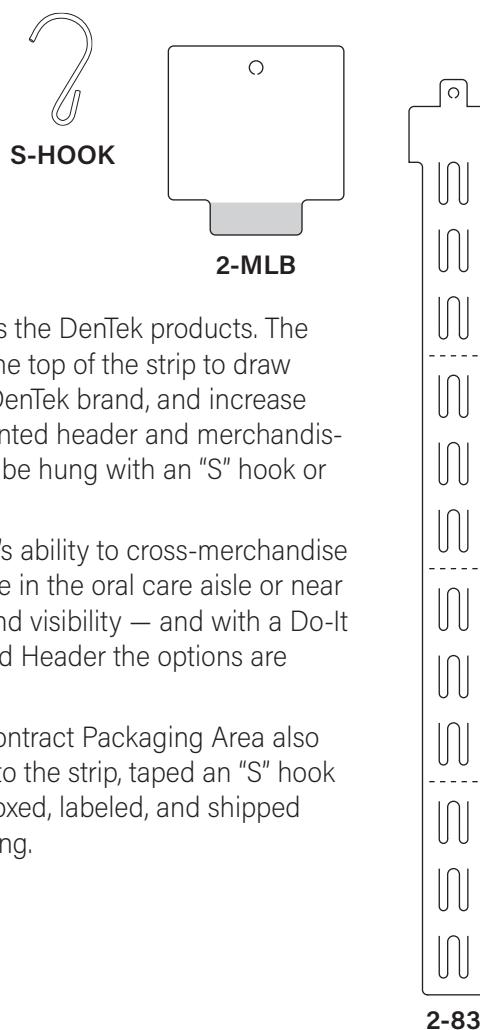
Do-It Corporation Merchandising Display Strips are an ideal method of getting your product noticed in any store. Add a printed "billboard" style header and you double the chances of getting your product noticed — and sold in any retail environment.

That's why, when Prestige Brands Healthcare was looking for ways to expand display options for its DenTek brand floss picks, they chose Do-It's 2-83 Display Strip and 2-MLB Display Strip Header.

The twelve-position strip neatly displays the DenTek products. The digitally printed header is attached to the top of the strip to draw attention to the product, reinforce the DenTek brand, and increase impulse sales. Together, the digitally printed header and merchandising strip work as small display that can be hung with an "S" hook or peg hook anywhere in the store.

This display flexibility increases DenTek's ability to cross-merchandise these products near related items — like in the oral care aisle or near the check out. The keys are flexibility and visibility — and with a Do-It Merchandising Display Strip and Printed Header the options are almost limitless.

With this project, Do-It Corporation's Contract Packaging Area also helped. Our team attached the header to the strip, taped an "S" hook to the back of each display strip, and boxed, labeled, and shipped these items to DenTek for product loading.



Each strip can hold up to 12 packets and can hang anywhere in a store.