

# Do-It Corporation Helps QRSKIN USA Develop Unique Totem Display



Seeking unique ways to promote and sell its itch relief products, QRSKIN USA worked closely with Do-It Corporation to develop a high visibility totem display. The display promotes three Moskinto® brand products: Itch Relief Patch; Insect Repellent Spray; and their soft, fluffy Moskinto mascot stuffed toy.

The totem consists of three shelves to hold the Itch Relief Patches and Insect Repellent Spray cans. Clip strip-like hang holes are diecut on each side of the totem to hang the stuffed mascot. A Do-It R-05 Round Hole Hang Tab attached to the header card hangs the stuffed toy from the totem.

A printed 2-MSD header attaches to the top of the totem with two plastic pins. The colorful header draws attention to the display and the products.

The 2-MSD header and 2-MRU totem are digitally printed to color match Moskinto's brand colors. A clear, MRV divider keeps the product organized and in-place in the display.

This strip can be easily moved and will stand out anywhere in the store – from the pharmacy, to the camping aisle, and even near checkout. More display opportunities means more sales opportunities for Moskinto. The overall effect of this display gets Moskinto's products noticed in the store, reinforces their brand position, and brings a breath of fresh air to wherever this is displayed.



A Do-It R-05 Round Hole Hang Tab allows the stuffed mascot to hang on the display strip-like hang holes diecut into each side of the totem.

