

Do-It Corporation Creates Giant Bottle-Shaped Display Strip for Louisiana Hot Sauce

What would help get your 1.6 fluid ounce bottle of hot sauce noticed in any store? How about a giant bottle-shaped display strip loaded with twelve (12) Louisiana Hot Sauce bottles?

Using Louisiana Hot Sauce's concept and artwork, Do-It Corporation produced a giant-sized 2-MMV display strip that looks just like their bottle — *only much bigger*. To create this strip, Do-It first digitally printed the artwork on a label

substrate. This material was then laminated to 15 mil plastic and the perimeter and the twelve holes for the bottles were die cut.

The strip is sturdy enough to hold up in any retail environment. An additional benefit — as product is sold and removed — the strip continues to promote Louisiana Hot Sauce's brand even without products.

You could say this strip is like a Louisiana Hot Sauce billboard, getting all kinds of attention no matter where it is placed in the store.



Six-prong holes allow product to be loaded easily, yet hang product gently and securely.



2-MMV

Do-It Corporation's Louisiana Hot Sauce "billboard" display strip gets all kinds of attention.