

Do-It Corporation Display Strip Gets Duracell Batteries Hanging and Noticed In The Store

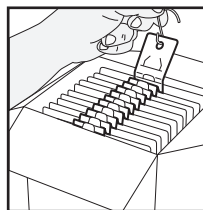
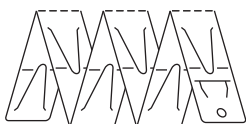
Do-It Corporation produces and supplies to Duracell the 2-MFB folding display (clip) strip, which is an ideal cross-merchandising tool for batteries.

This display (clip) strip is produced in natural 30 mil HDPE plastic that is sturdy enough to use for multiple types/packs of batteries — including the popular AA 4-packs and AAA 8-packs.

The 2-MFB style strip is designed with cuts and perforations between each hook position, permitting the strip to fold between packages. This feature allows Duracell to pre-load packs in existing boxes — saving on packaging materials and shipping cost.

Retail store clerks can quickly and easily remove the loaded strip and hang it in areas of the store where batteries sell best. The strip can be hung with a metal S-Hook inserted through the round hole at the top. Alternatively, the cuts at the top of the strip allow it to be snapped into a price channel.

Batteries are a major impulse sale item and the 2-MFB style strip encourages these types of retail sales.



The 2-MFB is an accordion-fold display strip.

2-MFB

