



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

Do-It Display Strips get products off the shelf and hanging where customers can see the product.

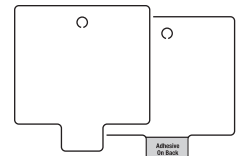
Quest Uses Do-It Merchandising Strip and Printed Header To Sell Mini Peanut Butter Cups

Since 2010 Quest Nutrition has been providing their customers with food products that are both healthy and great tasting. Recently, Quest worked with Do-It Corporation to find a better way to promote and sell their Mini Peanut Butter Cups in stores.

Do-It's 2-84 Display Strip and 2-MLC Printed Header make it convenient for customers to find Quest's Mini Peanut Butter Cups in any busy store aisle. The strip, with the digitally printed header and loaded with products, is like a small display that can be easily moved throughout the store. This display flexibility encourages greater brand awareness and impulse sales. The attractive header draws attention to the product and also reinforces Quest's brand message.

Do-It Display Strips make it easy for Quest to cross-merchandise. These products can be displayed near related products – like in the health food aisle or near the check out aisle. Store personnel can even hang the strip in the pharmacy or the candy aisle. The options are almost limitless.

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



2-MLC16



2-84