Retail Display Packaging Ideas

from DO-IT CORPORATION ▪ VOLUME 9

Hang

Promote

Sell

- GET YOUR PRODUCT NOTICED
- INCREASE IMPULSE SALES
- SINCE 1973

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The Keys To Retail Sales Success

70% of Retail Sales are Impulse Purchases

WHY?

Dominant Factors Are Visibility & Noticeable Packaging

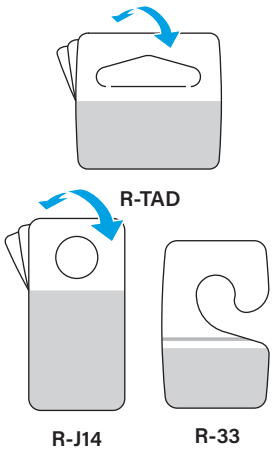
4 REASONS

RETAILERS LOVE PEGGABLE PRODUCTS

- Display Products Where They Will Sell Best
- The Entire Product is Face-Forward to the Consumer
- Promotes Self-Service
- Fast & Easy-to-Stock

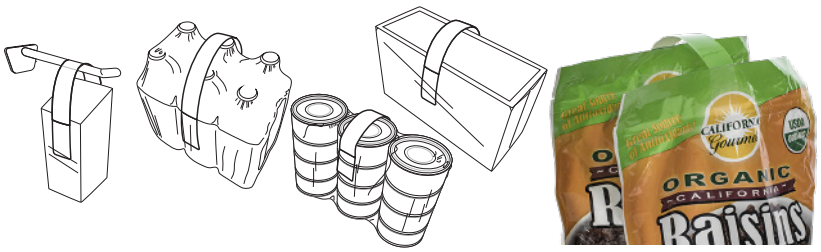
ON-PRODUCT FLAGS

HANG TABS



DISPLAY STRIPS

CARRY HANDLES

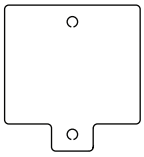


Hang tab drawings are not to scale - for illustration only.

MARKET FOCUS - FOOD

Atkins Protein Chips: The 2-DDMS double duty display strip with a 2-MLC printed header allows Atkins to cross merchandise in more store locations.

2-DDMS-12



MLC10

Pin 2-Pc.

Louisiana Hot Sauce: The digitally printed 2-MMV display strip brings the heat by hanging twelve small bottles of hot sauce in a bold way.

Creminelli: The R-J27 hang tab with cool-temp adhesive keeps Creminelli Fine Meats displayed at eye-level in coolers.

R-J27

Mama Mary's Pizza Crust: Do-It Hook Hang Tabs are used on various sizes of pizza crust to keep them vertically and neatly displayed.

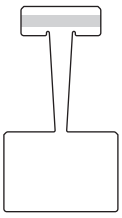
R-35

R-33

Trinity Juice: The 2-DPM instant redeemable coupon on-product flag demands shoppers' attention.

2-DPM

Mela Water: The Do-It PWB wobbler draws attention and reinforces brand messaging.



2-PWB

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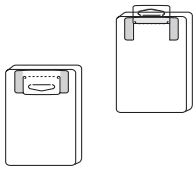
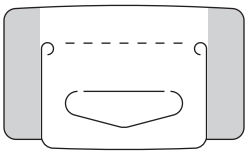
MARKET FOCUS - GIFTS • GAMES • ART PRODUCTS

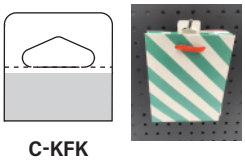
Prismacolor: The R-51 fold-up hang tab lays flat during shipping, saving space in master cartons, and folds up to hang in-store.





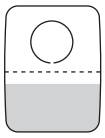
R-51

Hallmark Gift Bags: Do-It Corporation's small C-KFK hang tab made with XTR paperboard helps Hallmark meet sustainability goals in a big way.



C-KFK

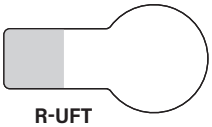
US Playing Card: The R-05 hang tab minimizes packaging and lowers material cost while increasing display options and sales.



R-05

MARKET FOCUS - TEXTILES

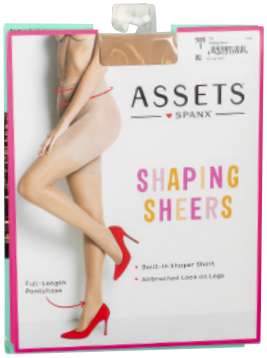
Hanes: The R-UFT on-product flag draws attention and highlights new product features.



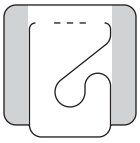
R-UFT

Spanx: The R-33 hook hang tab allows customers to "back shop" multiple product options on the same peg hook.

R-33



Footjoy: The R-52 hook hang tab discreetly lays flat on the back of the package or folds up to increase display flexibility.

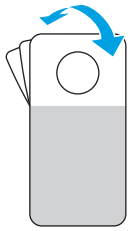


R-52

Hang tab drawings are not to scale - for illustration only.

MARKET FOCUS - PERSONAL CARE PRODUCTS

Burt's Bees: The R-J14 flexi hang tab from Do-It conforms seamlessly to Burt's Bees curved tube product. This flexible tab also saves space in master cartons by folding over.



R-J14

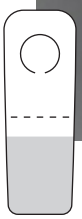
Unilever/Q-tips: The R-GED fold-up hang tab works when you need it, and hides when you don't, allowing Unilever to sell their products in more locations.

R-GED

BoomBoom Naturals: Do-It is an approved Walmart impulse Strip Program supplier. We work closely with various companies to deliver solutions that meet Walmart standards.

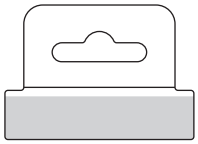
2-83

Neutrogena: The small R-GEC hang tab gives Neutrogena concealer the perfect little lift for the perfect little product.



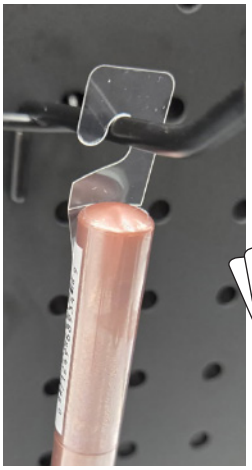
R-GEC

frida mom: The digitally-printed R-ECF hang tab cleanly presents and draws attention to frida mom's product.



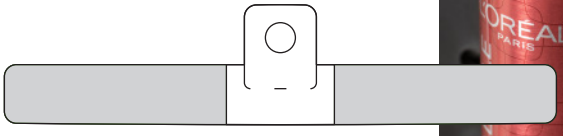
R-ECF

Retail Display Solution: Ideal for small cosmetics, the R-HPS features a flexi-hook to encourage back-shopping.



R-HPS

L'Oreal: The R-GHN flexi-style hang tab was custom designed to hang L'Oreal's Infallible Hair Spray. Do-It Corporation's in-house design team turns display challenges into easy solutions.



R-GHN

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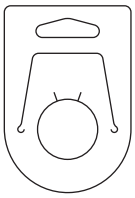
MARKET FOCUS - PET PRODUCTS

Kong: The 2-JBB bottle neck hang tab makes Kong Easy Treat easy for consumers to see and purchase.

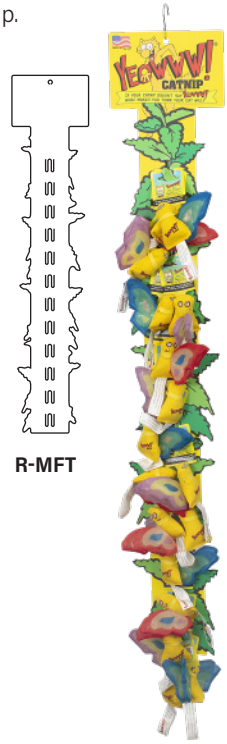


2-JBB

Poochie Butter: Do-It Corporation's 2-KHR tab holds a Poochie Butter Squeeze Pack along with a playful Peanut Toy Filler, making smart merchandising simple.

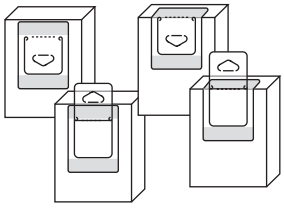
2-KHR

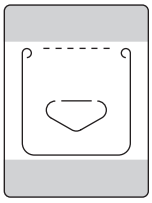
Duckyworld: The Yeowww 2-MFT uniquely designed display draws attention even after catnip toys are removed from the strip.



R-MFT

Bayer: The R-KBX hang tab does double duty as a fold-up hang tab applied to the back of the dewormer box or folded over the top to create sealed-in peace of mind for consumers





R-KBX

MARKET FOCUS - LIQUOR

Jim Beam: The printed 2-CCP Bottle Neck Tab holds a 50ml with a recipe attracting eyes and sales.

2-CCP

Deep Eddy: The 2-DEW printed box for 50ml bottles safely and securely displays the product with bold graphics and branding.

2-DEW

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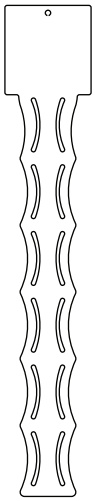
MARKET FOCUS - HARDWARE ▪ DIY

WD-40: The 2-MDH printed bandolier strip offers WD-40 a moving display that can be placed at eye-level anywhere in store.

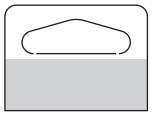


2-MDH

2-BCD

Gorilla Glue: The 2-BCD center-hang bottle neck tab allows Gorilla Wood Glue to hang perfectly straight on a peg hook or sit on a shelf.

Sure Foot: Using our sheeted C-KHM slot hang tab makes hand-applying tabs a breeze.



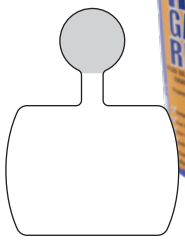
C-KHM

Bekaert: Bekaert's products spend their time outdoors in some of the harshest weather. Our digitally printed, durable labels with UV Protective Laminated Film helps keep Bekaert labels looking like new.

GS Retail: Do-It Corporation's R-JAJ reinforcer hang tab doubles the hanging capacity for heavy bagged hardware products.

R-JAJ

K-Seal: The R-UGH printed on-product flag is ideal for coupons, messaging, and RFID tags while drawing attention on the shelf.



R-UGH

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Do-It Hang Tabs Are A Proven, Practical, and Effective Way to Merchandise Products

Since 1973

Since 1973 Do-It Corporation has been designing and manufacturing Hang Tabs, Merchandising Display, and other retail display products. Many of our products can be made from a variety of materials. More recently are we are focusing on producing hang tabs and other products with the following materials:

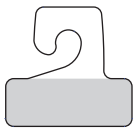
Made In The USA

RPETG PLASTIC: Most Do-It Hang Tabs are now provided in rPETG plastic that is 100% produced from recycled medical-grade PETG plastic.

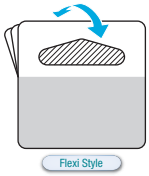
XTR PAPERBOARD: Select Do-It Hang Tab styles are available in a non-plastic material — XTR Paperboard. This XTR Paperboard is 30% stronger than typical paperboard with the strength coming from the type of wood fibers used and the multi-layered construction.

HANGTITE® 203B ADHESIVE: In June of 2022, we started to transition into a solvent-free adhesive — HangTite® 203B. This adhesive is a high-performance supported adhesive with both a good initial tack bond and shear strength performance.

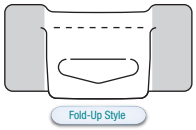
R-HAC



R-JAT

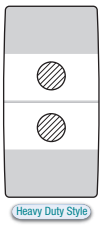


R-5115



R-J05

R-J40



MARKET FOCUS - APPLICATION EQUIPMENT

The Do-It Corporation Automatic Hang Tab Applicator System by Quadrel:
Scan the code to watch the video.

QUADREL
LABELING SYSTEMS

The Do-It Corporation Tab-A-Matic Hang Tab Dispenser:
Scan the code to watch the video.

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