



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

Tiki Pets Enhances Display Options and Their Brand With Merchandising Display Strips From Do-It Corporation

Tiki Pets understands that pet owners want real natural ingredients for the foods they feed their pets. Tiki Pets also understands that it is vital for customers to be able to find their products in the busy pet stores. That is why they enlisted help from Do-It Corporation to create not one, but two, fully-printed, 2-MBR Merchandising Display Strips for Tiki Pets. One focuses on the Tiki Cat product line, the other on Tiki Dog products. Do-It Corporation digitally printed both strips to carefully color match and reinforce Tiki Pets' brand colors.

Each merchandising strip includes a large printed header area and intermittent messages in between products on the strip. This approach allows the strip to convey key branding messages during the entire sales cycle — even after the product has been removed. The bright colors and large size of each strip makes a strong visual impact and grabs your attention immediately.

Another key aspect of this project for Tiki Pets is that these strips are essentially movable displays. This allows retailers to cross-merchandise these products in a variety of places like the pet treat aisle, the pet food aisle, or near check-out.

Do-It Printed Display Strips are designed to enhance visibility, reinforce your company's branding and help your product stand out in any store. Do-It has a range of printing capabilities and design options to ensure that your product display captures the attention of shoppers.

