

# Do-It Hang Tab Gets West Paw Pouch Off The Shelf And Hanging



The ability to hang your product in a store expands display options, makes your product more visible, and increases impulse sales of your product. For West Paw, getting their 12-ounce pouch hanging on peg hook was as simple as adding a Do-It 2-BCN Bottle Hang Tab.

West Paw's Creamy Dog Treat pouch stands upright on a shelf. With Do-It's BCN Bottle Hang Tab the pouch can still stand on a shelf, hang on a peg hook, or hang on a display strip anywhere in the store.



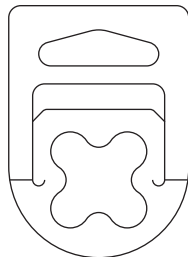
This display flexibility gets this dog treat placed in multiple locations in the store where customers will see it — and buy it.

The die cut holes on the 2-BCN allows the hang tab to slip over the top of the container and fit securely under the cap.

Made from clear plastic, the bottle hang tab is almost completely unnoticeable and doesn't block the product or any key product information.

Display flexibility gives the store options on where to display this product. More display options means increased product visibility, and ultimately, increased sales. Next time you're in a pet store, keep a look out West Paw's Creamy Dog Treat — it could be hanging anywhere.

**2-BCN**



Do-It's 2-BCN Bottle Hang Tab lets store personnel decide where to display this pouch — on a shelf or on a peg hook.