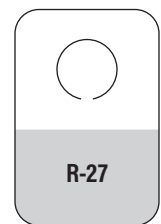




Do-It Hang Tab Provides Relief For Aleve Display Headache

Do-It Corporation's R-27 Round Hole Hang Tab is a simple but effective method of providing display flexibility for Bayer's Aleve 6-Pack Box.



The R-27 hang tab is machine applied to the top panel of the printed box before the box is formed, filled, and sealed. The hang tab lays flat on the top of the box. This allows Bayer to use their existing master carton for shipping.

At the store, retailers can place the box on a shelf or simply fold up the R-27 at its perforation line to hang the product on a peg hook.

This also allows convenience stores and chain drug stores the option to merchandise this package in their "travel size" area or near the check-out line.

The R-27 hang tab lays flat on the top of the box. This allows Bayer to use their existing master carton for shipping.



At the store, retailers can place the box on a shelf or simply fold up the R-27 at its perforation line and hang the product on a peg hook.



Having a product with display flexibility is crucial in the highly competitive convenience store and chain drug store channels.

