

Burt's Bees Gets Its Goodness Glows Tubes Hanging With A Do-It Hang Tab



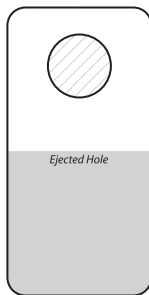
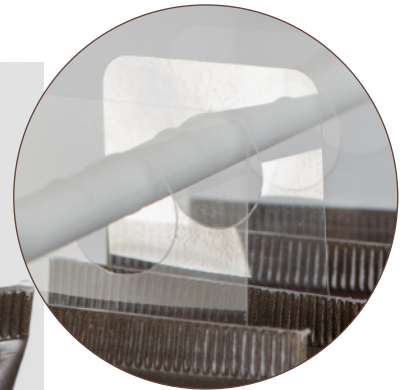
Burt's Bees has selected a Do-It R-J14 Round Hole Hang Tab to hang small, one-ounce tubes of its Goodness Glows makeup primer.

Do-It's R-J14 hang tab is unique in several ways. First, it is produced with a thin, 5 mil PET plastic. This thinner material allows the hang tab to conform better to the shape of this tube product.

Do-It's HangTite™ 203H "high-tack" adhesive on the R-J14 is designed to quickly adhere to almost any substrate. This is important on this project because of the unique matte coating on this tube. The distance between the adhesive area on the hang tab and the hang hole is long enough to provide enough of the tube's surface for adhesion while the hang tab bypasses the crimped edge near the top of the tube.

In addition, the R-J14 hang tab is an ejected hole hang tab making loading on a peg hook or display strip easier and faster for the store personnel.

The hang tab is provided on a roll with a clear PET release liner allowing trouble-free automatic application with a modified label applicator.



The R-J14 hang tab is an ejected hole product making loading on a display faster and easier for the store personnel.