



Do-It Carry Handle Gets Clorox's Toilet Wand Hanging In The Store

Some products are just big, bulky, and awkward to carry. Clorox's Toilet Wand could fall into that category. The package is loaded with a reusable toilet wand, a wand caddy, and six refills. The 15 inch by 4.5 inch by 4.25 inch box seems destined to be displayed on a shelf.

Do-It Corporation's R-SHT style carry handle is designed to attach to bulky products and make it easy for customers to haul bigger items out of the store and into their homes.

Clorox, who has used a variety of Do-It Corporation products for years, had an additional idea. Clorox selected a clear Do-It R-SHT Carry Handle to attach to their Toilet Wand box to hang their package in the store.

The Toilet Wand can still be placed on a shelf but now stores have the additional option of hanging the box anywhere in the store. This display flexibility helps to get the product noticed . . . and once customers noticed the package hanging, the handle provides a convenient method to carry it to the check out line.



R-SHT

