



## 2-MBH

	Imperial	Metric
Gauge:	25 mil	635 $\mu$
Width:	3in	76.2mm
Length:	34in	863.6mm
Hang Position Spacing:	2.5in	63.5mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	24lb	10.9kg
Recommended Weight Per Hang Position:	6oz	170g

## 2-MBR

	Imperial	Metric
Gauge:	20 mil	508 $\mu$
Width:	3in	76.2mm
Length:	28in	711.2mm
Hang Position Spacing:	2in	50.8mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	250 strips / box	
Master Carton Weight:	32lb	14.5kg
Recommended Weight Per Hang Position:	2.5oz	71g

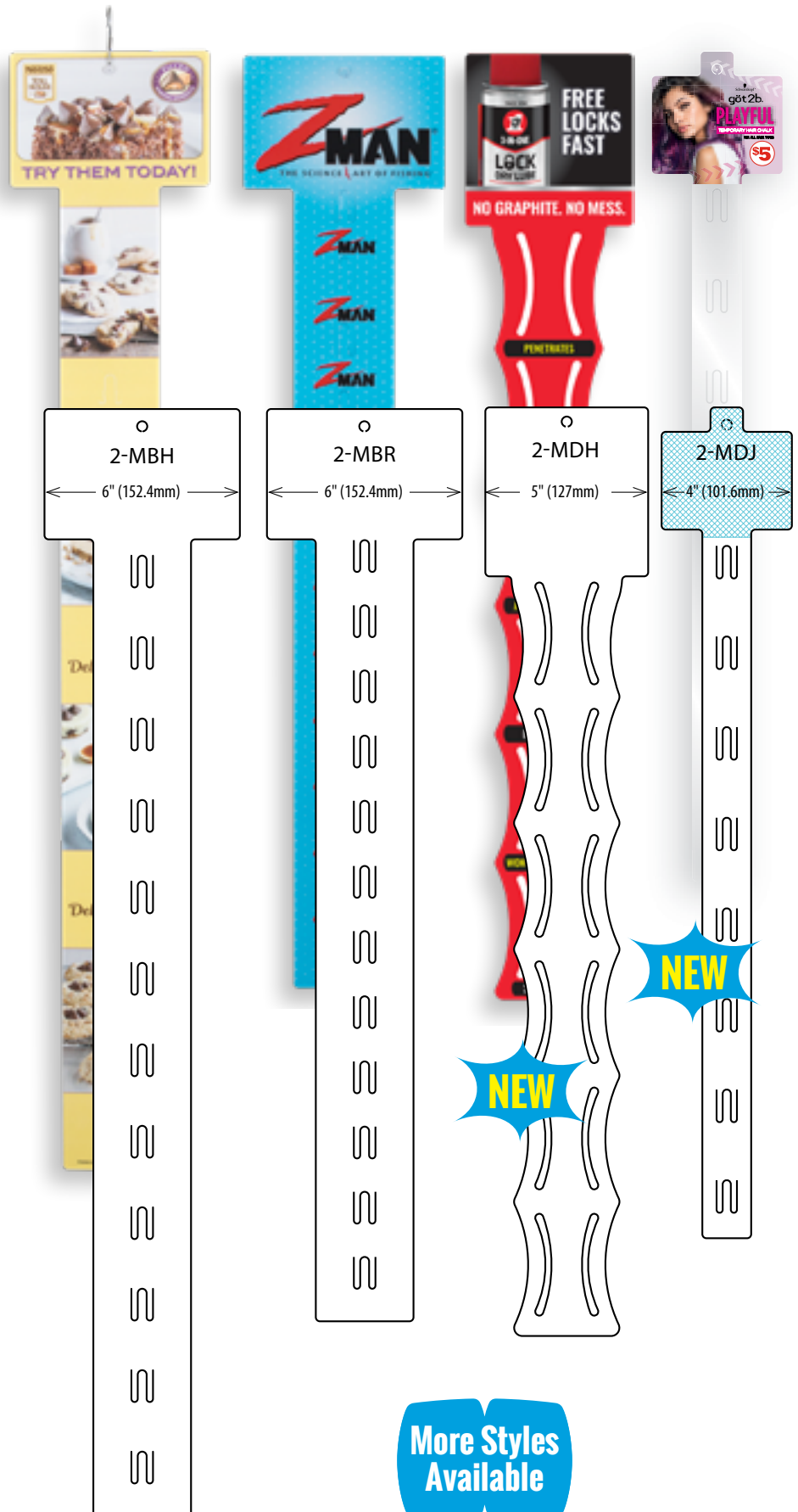
## 2-MDH

	Imperial	Metric
Gauge:	3 mil laminate on 15 mil	457 $\mu$
Width:	5in	127mm
Length:	28.5in	724mm
Hang Position Spacing:	3.875in	98.4mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	250 strips / box	
Master Carton Weight:	28lb	12.7kg
Recommended Weight Per Hang Position:	6oz	170g

## 2-MDJ

	Imperial	Metric
Gauge:	3 mil laminate on 15 mil	457 $\mu$
Width:	4in	102mm
Length:	25.5in	648mm
Hang Position Spacing:	2.781in	70.6mm
Hang Positions Per Unit:	8 / strip	
Master Carton Quantity:	250 strips / box	
Master Carton Weight:	23lb	10.4kg
Recommended Weight Per Hang Position:	3oz	85g

M = 1,000



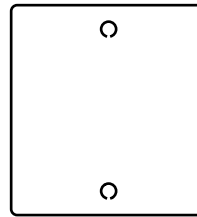
More Styles Available



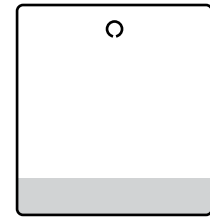
## MLA10 / MLA16

	Imperial	Metric
Gauge:	15 mil	381 $\mu$
Width:	4.063in	103.2mm
Height:	4.375in	111.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	18lb	8.2kg

MLA10



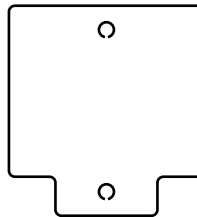
MLA16



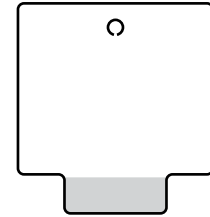
## MLB10 / MLB16

	Imperial	Metric
Gauge:	15 mil	381 $\mu$
Width:	4.063in	103.2mm
Height:	4.375in	111.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	15lb	6.8kg

MLB10



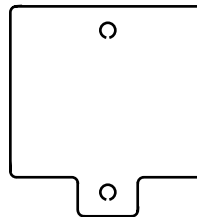
MLB16



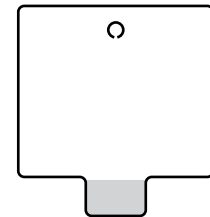
## MLC10 / MLC16

	Imperial	Metric
Gauge:	15 mil	381 $\mu$
Width:	4.063in	103.2mm
Height:	4.375in	111.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	13lb	5.9kg

MLC10



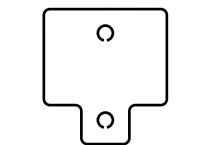
MLC16



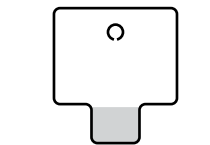
## MLD10 / MLD16

	Imperial	Metric
Gauge:	15 mil	381 $\mu$
Width:	2.563in	65.1mm
Height:	2.813in	71.4mm
Format:	loose piece	
Package:	2.5M carton	
Master Carton Weight:	14lb	6.4kg

MLD10



MLD16



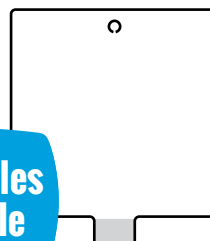
## MLG10 / MLG16

	Imperial	Metric
Gauge:	15 mil	381 $\mu$
Width:	5.75in	146.1mm
Height:	5.75in	146.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	35lb	15.9kg

MLG10



MLG16



**More Styles Available**

Product drawings on this page shown 25% of original size.

M = 1,000

# Selecting a Display Strip

SOME THINGS TO CONSIDER  
WHEN CHOOSING A MERCHANDISING DISPLAY STRIP

## Consider ...

### Whether your product / package has a hang hole.

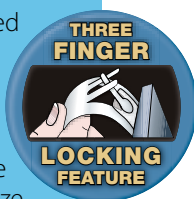
If not, you can use either an adhesive display strip option or use a Do-It Hang Tab on your product/package. Round hole style hang tabs (like the R-J27/R-J05) work best with most display strip hang position styles.

### The product weight and dimensions.

Thinner products (under 2 inches / 50.8mm) and products with a weight under 6 oz / 170g, merchandise best on display strips.

### When the product is loaded on the display strip.

If your product is preloaded on a strip, it is best to use the three finger locking hang positions (W-cut). Also, consider how this loaded display strip will be packed in a box to minimize movement during shipping.



### The product length in regard to proper hang position spacing.

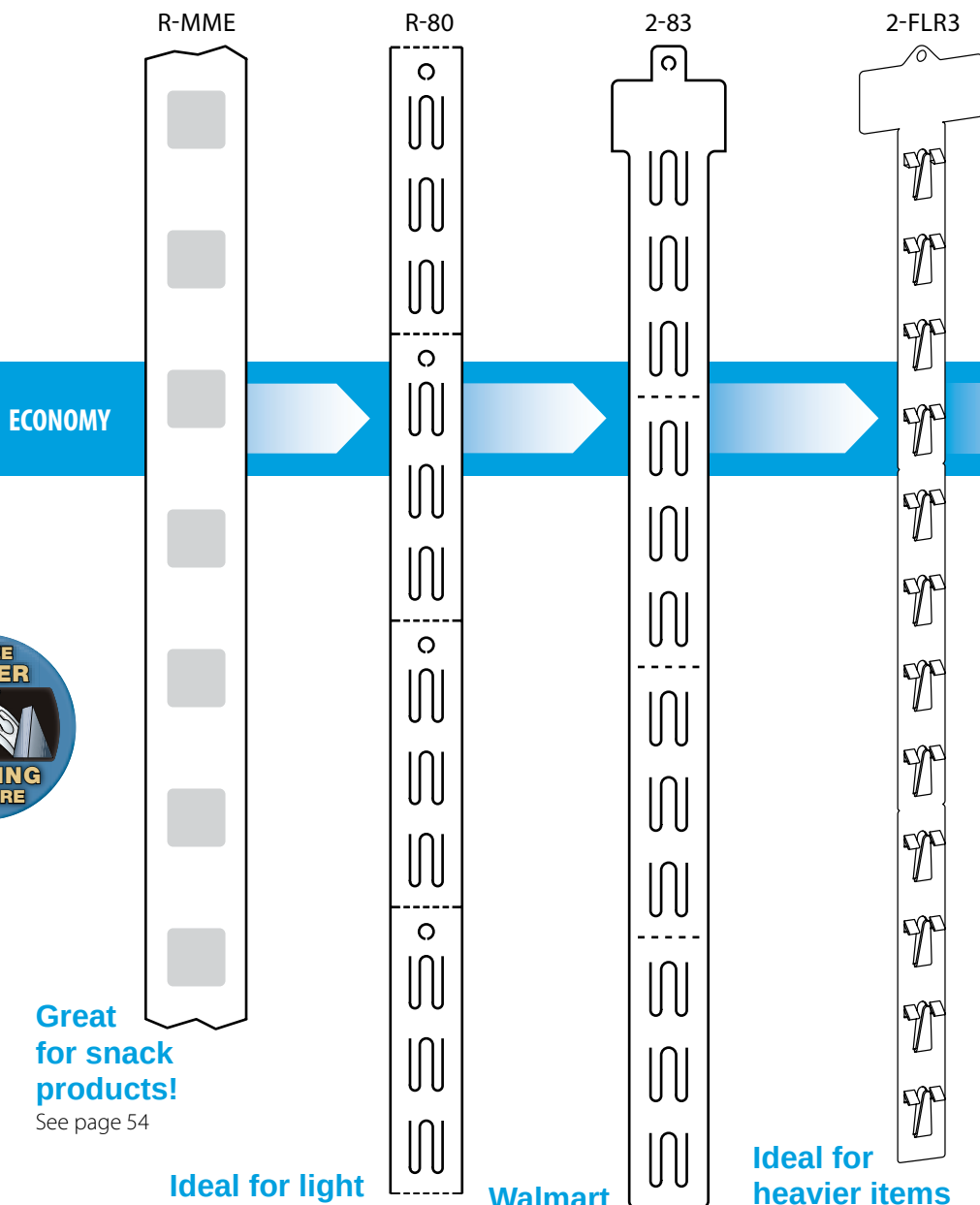
The thicker the product, the more it will "stack up" on each other and require greater spacing between the hang positions.

### If labeling or branding is required on the display strip.

Do-It can provide printed labels, printed headers, or fully printed display strips.

### Accessories

Don't forget accessories like pins and "S" hooks for hanging.



**Great  
for snack  
products!**

See page 54

**Ideal for light  
weight products.  
Also preloading  
and shipping.**

See page 49

**Walmart  
approved**

See page 61

**Ideal for  
heavier items**

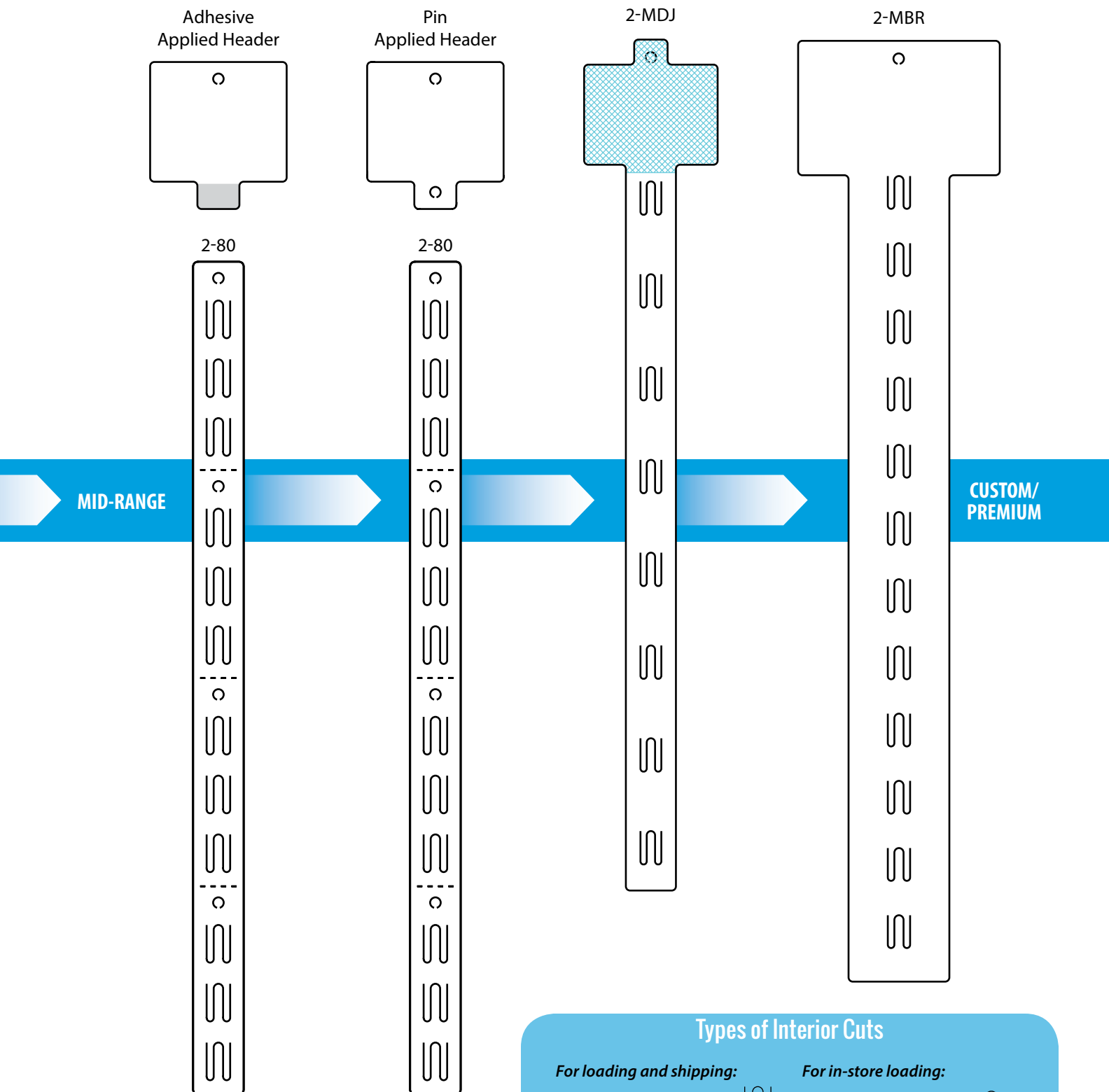
See page 52

**Headers communicate your message and vital product information.**

See page 57

**Promote your brand /product throughout the entire sales process.**

See page 56



**Build and enhance brand awareness.**

See page 50

### Types of Interior Cuts

**For loading and shipping:**

W-Cut (pre-load)



**For cylindrical product:**

Bandalier Cut



**For in-store loading:**

Single Cut (field load-round)



Wedge Cut (field load-slot)





# Contract Packaging



At Do-It Corporation, we take our years of packaging experience and apply it towards your contract packaging needs. From basic tasks like printing and applying labels on Walmart impulse strips, to building entire display kits, our contract packaging area is ready to help.

Our contract packaging services include:

- Walmart Label Production
- Walmart Label to Strip Application
- Printed Header to Strip Assembly
- Attaching "S" Hook
- Kit Assembly with Instruction Sheet
- Bottle Neck Hang Tab Assembly / Filling
- Custom Box Building
- Drop Ship Capabilities



# Walmart

WALMART APPROVED  
IMPULSE STRIP PROGRAM



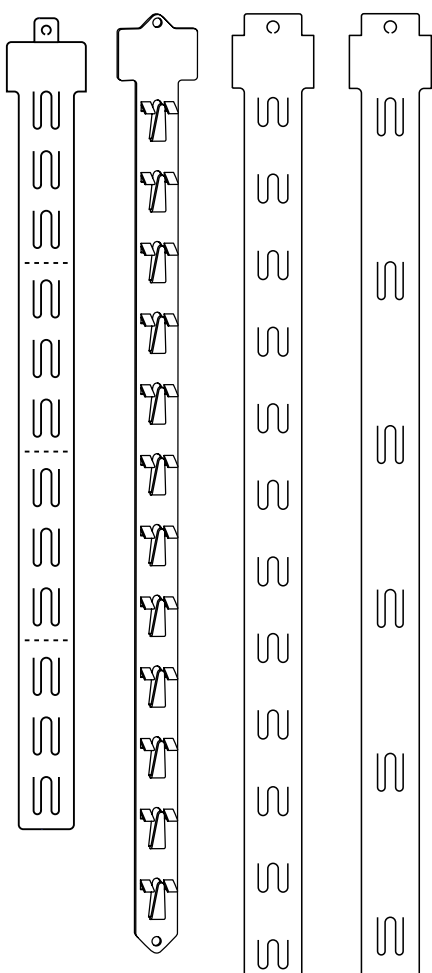
## IMPULSE STRIPS

2-83

2-FLR2

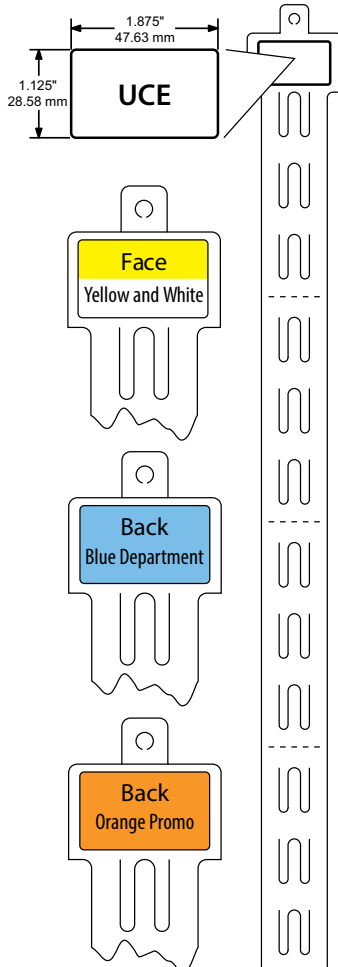
2-MRE

2-MBV



## PRINTED LABELS

2-83



Do-It Corporation is an approved vendor for the Walmart Impulse Strip Program. We ensure that your merchandising strip and labeling comply with Walmart requirements. Do-It provides you with a single source for strips, labels, contract assembly, and more. Contact us for more details.

## LABEL APPLICATION



See Contract Packaging page 60

## S-HOOKS



## HANG TABS

