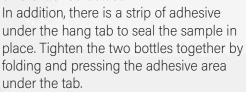
Do-It Corporation Tackles Disaronno[®] On Bottle Promotion



Disaronno brought a new challenge to Do-It Corporation: create a unique, printed, bottle neck hang tab to attach a 50 ml sample to its 1750 ml Disaronno Bourbon. First, the bottle neck hang tab needed to fit around the large square cap on the 1750 ml bottle. Second, it had to securely hang the 50 ml Disaronno Wears Roberto Cavalli sample. Do-It designed a bottle neck hang

tab that was able to achieve both requirements.

The CGM bottle
neck hang tab has
a long slit down
the middle with a
round opening at
both ends. The slit
is designed to
allow the piece to
slip over the large
cap. The round
openings fit around
the necks of the two
different sized bottles.



The attractive, digitally printed bottle neck hang tab displays a recipe for combining the two liqueurs together for a delicious Disaronno Bourbon Sour.

