



# Do-It's Bottle Cap Flag Draws Attention to Dr. Smith's Spray Cans

It's easy for any product to get lost in a crowded healthcare product aisle. Mission Pharmacal decided to use Do-It Corporation's R-UGH, Printed Bottle Cap Flag to help get their products noticed. The digitally printed on-product flag adheres tightly to the cap of Mission Pharmacal's Dr. Smith's Zinc Oxide 3.5 ounce and 6 ounce spray cans.

The UGH flag hangs down from the cap, resting just above the front of the can. The flag remains attached in the same location on the top of both cans giving the product's in-store display a more clean, uniform look. The proprietary adhesive used on the R-UGH provides strong adhesion yet easily peels off leaving no residue.

The on-product flag is digitally printed on a white, 4 mil OPP XT film – an extra tear resistant synthetic paper made from a unique mixture of calcium carbonate and polypropylene resin. This material provides excellent digital printing performance and extra tear strength properties.



Do-It's R-UGH On-Product Flag comes on a roll and can be hand or automatically applied.

