

Duke Cannon & Do-It Corporation Develop Unique Package For 3-Pack



Looking for a different method of combining and promoting a special 3-pack of its smaller (1.4 oz.) Bloody Knuckles Hand Repair Balm Duke Cannon worked closely with Do-It Corporation to design a package that is both functional and visually appealing.

The 2-UGP device wraps around, and under, 3 jars of the hand repair balm — and even throws in a carry handle.

The custom die cut 2-UGP uses three strips of adhesive and digital printing on clear plastic to create a useful, interesting method of displaying the three products. The artwork is designed to make the package look like it was duct taped together.

In addition, the design of the package, with a built-in carry handle, allows it to stand on a shelf or even hang on peg hook. This display flexibility combined with the unique look of the package means this product will be noticed anywhere in the store.

