

# Duke Cannon Gets Their Bloody Knuckles Hanging



When Duke Cannon wanted to add a hanging option to their Bloody Knuckles Hand Repair Balm Do-It Corporation designed a solution.

Do-It Corporation's 2-KHY printed hang tab fits securely between the cap and base of the jar. The sturdy hang tab attractively displays the product, face-forward on a peg hook or display strip.

Digitally printed on plastic material, the colors are accurately matched with Duke Cannon's existing package and the hang tab stays attractive in any retail environment.

Stores can now take the product off the shelves and out of bins and hang them in various locations throughout the store. This display flexibility allows for cross-merchandising options. Bloody Knuckles Hand Repair Balm can now hang in the cosmetic aisle, in the tool section, or wherever the the best sales opportunities are.

