

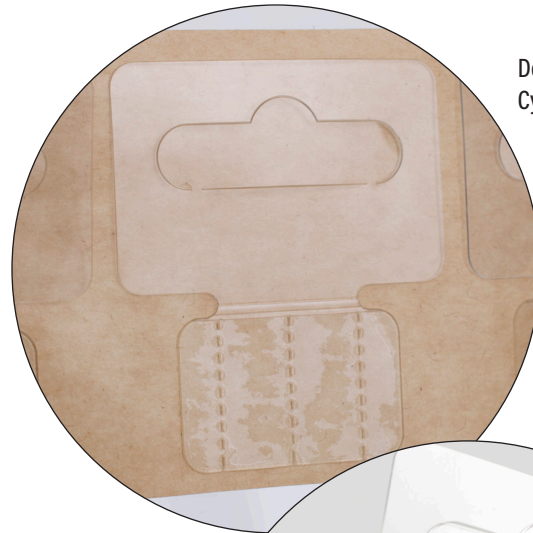
Do-It Provides A Hanging Solution For Durex



Hanging a unique bottle shape can be a retail display challenge. Reckitt Benckiser looked to Do-It Corporation for a way to hang it's bottle of Durex Play Pleasure Gel.

Do-It's R-KJE Hang Tab is designed with a unique series of die cuts that allow the base of the hang tab to conform to the cap of Durex's Play Pleasure Gel. Do-It's Hang Tab also adds an extra seal to the packaging.

The product can now be placed on a shelf or hung on a peg hook providing Durex with more retail display flexibility.



Do-It's R-KJE
Cylinder Hang Tab



Cylinder hang
tabs conform to
round packaging.