



Do-It's XTR Paperboard Strip Helps Enviroscents Promote Their Sustainable Air Fresheners

Enviroscent makes taking care of the planet a priority — from making their products refillable, reusable and recyclable to using sustainable packaging. Their air fresheners use all natural, non-toxic ingredients for scents and the packaging.

This philosophy extends to their ability to display and promote their line of Auto Stix and Vent Clip car air fresheners. Enviroscents needed a display strip that provided material compatibility with their products and attractively and securely displayed their products anywhere in the store. Do-It Corporation had an answer — it's MFA-style, XTR Paperboard Display Strip.

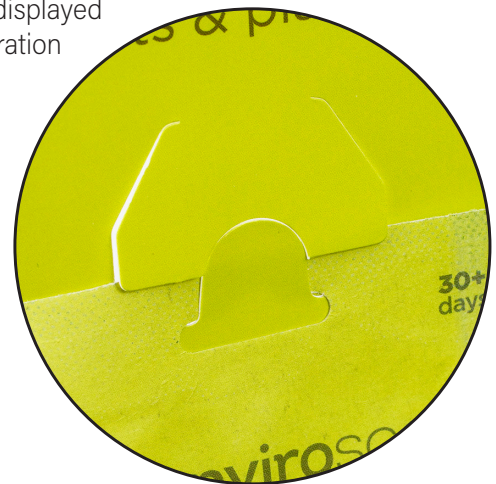


2-MFA

Do-It's digitally printed, MFA-style display strip is made of XTR Paperboard that is a sustainable, renewable, and biodegradable material. The "XTR" stands for Extra Tear Resistant, as this paperboard is approximately 30% stronger and more durable than standard SBS paperboard. The strength of the XTR Paperboard comes from a multilayer construction using two types of wood fibers. This material has a thickness of 16.5 mils (420 microns) and is similar in strength to 10 mil (254 microns) thick plastic.

This strip is ideal for light-weight products and is digitally printed to match Enviroscents's package graphics and promote their brand.

The MFA-display strip is designed to attractively hang the Enviroscents products and create a visually unique method of cross-merchandising these products anywhere in a store — from the auto-care aisle, to the cleaner aisle, and at checkout.



The specially-designed hang hole securely locks the package in position while taking advantage of the tear-resistant qualities of the XTR paperboard.