CASE STUDY

Gerber® Finds Duel Use For **Do-It Carry Handle**

with vented nipp

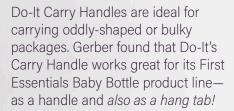
leak-proof* fits most breast pumps

First essentials.

bottles

biberónes

Gerber_®



First, the R-SHT Carry Handle fits perfectly across the package to help tote the baby bottle three-pack.

Second, Gerber gives stores the option of displaying the bottles on a shelf or hanging on a peg hook.



Gerber, first essentials