## CASE STUDY •



## **Do-It Bottle Neck Hang Tab Gives GOJO's Purell Advanced** Hand Sanitizers A Lift





Do-It's 2-BCL Bottle Neck Hang Tabs are digitally printed with translucent colors that identify two Purell Hand Sanitizer product options.

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GOJO wanted a unique way to hang and display small bottles of their Purell Advanced Hand Sanitizer. Do-It Corporation provided a simple, elegant solution with a printed bottle neck hang tab.

Do-It's 2-BCL Bottle Neck Hang Tab has a custom designed die cut that slips easily over the cap and then snaps in place to securely hang the 2 ounce bottles.



The hang tabs are digitally printed with translucent colors that identify the two product options.

GOJO now has a fresh, clean look for Purell Advanced Hand Sanitizer and customers can choose their favorite at a glance.

