

Do-It Helps GOJO Redesign Their Purell Advanced Hand Sanitizer 2-Pack



GOJO wanted to completely revamp the packaging for its Purell Advanced Hand Sanitizer 2-Pack. Working closely with GOJO, Do-It Corporation came up with a unique, new concept that allows retailers the option of hanging the product on a peg hook or standing it upright on a shelf.

Do-It's custom designed 2-KJP hang tab easily hangs two bottles while reducing the amount of packaging used.



The new package design provides an 11% reduction in material by weight.



A 50% reduction in package depth allows twice as many products to display in the same amount of space as the previous clamshell packaging. Unique die cuts and adhesive on the cap hold the bottles securely in place. The hang tab is printed an attractive translucent blue and features key product information on the back.

GOJO's Purell 2-pack can now hang or stand – a convenient package for a convenient product.

