



hydrant® Looks to Make a Splash With a Do-It Merchandising Strip and Printed Header Display Kit

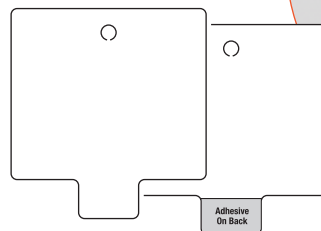


2-84

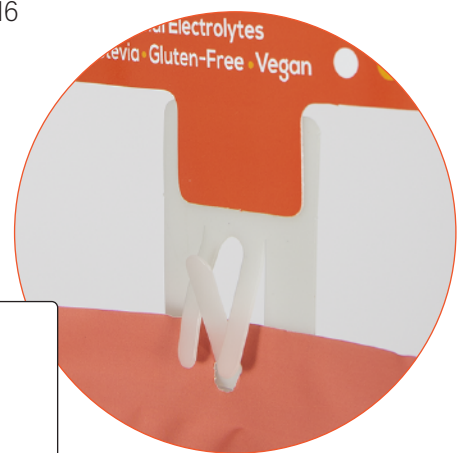
Do-It Corporation recently helped hydrant® prepare a merchandising presentation for its Rapid Hydration Mix. Using a Do-It 2-84 Display Strip, a digitally printed 2-MLC16 Header, and a metal S-Hook, hydrant is looking to make it convenient for shoppers to find their Rapid Hydration Mix in any store.

Do-It Display Strips make it easy to cross-merchandise. The Rapid Hydration Mix can be displayed near related products — like bottled water, sports drinks, or even in the pharmacy — encouraging impulse sales. The digitally printed header draws attention to the product, reinforces hydrant's brand message, and even briefly communicates how to blend the hydration mix.

Do-It Corporation delivered this project to hydrant as a kit that included some assembly. The kit included the 2-84 display strip, a printed 2-MLC16 header that was attached to strip, and a metal S-Hook. The S-Hook was taped to the back of the header before the items were shipped to hydrant.



2-MLA16



Do-It's Hang-Tite® 203A adhesive securely attaches the printed header to the display strip.

Each strip can hold up to 12 pouches and can hang anywhere in a store.