



# Versatile Merchandising Strip From Do-It Corporation Helps Lice Shield Provide Product Options For Customers

Lice Shield likes to provide their customers with options. Do-It Corporation's 2-MDR Merchandising Display Strip allows Lice Shield to offer a 5-ounce spray bottle and a 10-ounce flip-top bottle option — both on the same merchandising strip. The 2-MDR Display Strip has a digitally printed header area at the top of the strip. Just below the header are two horizontal slots designed for the 5-ounce bottle of Lice Shield's Leave In Spray. Below those slots are two larger slots near the bottom of the strip sized to hold two 10-ounce containers of Lice Shield's Shampoo and Conditioner In One. Two size choices. One versatile display strip.



2-MDR



Each strip holds two 5-ounce and two 10-ounce bottles of Lice Shield.

To match the color of the bottles, the header area of the strip was digitally printed on white, 3 mil film and laminated to the strip just prior to diecutting. Do-It Display Strips make it easy to crossmerchandise. The simple-to-move strip can be located near related products — in the shampoo aisle or in the pharmacy — encouraging impulse sales in any location. The digitally printed header draws attention to the product and reinforces Lice Shield's brand message.



Lornamead Inc. is a leading personal care company with a broad portfolio of well-loved consumer brands and full turnkey manufacturing capabilities in specialty oral care. Among their brands are Brisk Grooming for men and Lice Shield.

