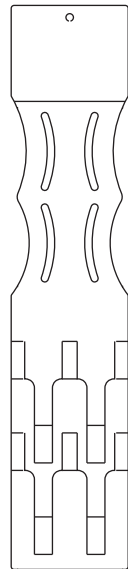


# Do-It Corporation Develops Unique Merchandising Strip for Lornamead / Brisk Grooming



Bottles? Boxes? Bottles and Boxes? Lornamead Inc. was looking for a method of merchandising two different products and packages of its Brisk Grooming line of beard products for men. The first is a Brisk Grooming 150 milliliter jar of 2-In-1 Beard Shampoo + Conditioner. The second is a 50 milliliter jar of Beard Oil packaged in a box. And they wanted to display them together — a bottle and box — on the same display strip. Do-It Corporation's solution is a custom designed, partially printed merchandising display strip. Do-It's 2-MDP display strip features a digitally printed header and diecuts to display two of the larger bottles and four of the smaller boxed products. The result



2-MDP

is a unique, eye catching display that can be placed anywhere in a store. Do-It Display Strips are great for cross merchandising products. This strip would look great in the shampoo aisle or next to men's grooming products. The 2-MDP strip is a movable display that allows the store personnel to decide the best location in the store to promote these products and increase impulse sales.

**Each strip can hold 2 jars and 4 boxes of Brisk Grooming products.**



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.