

# Reckitt Benckiser Uses Do-It On-Bottle Tabs To Promote Lysol® Daily Cleanser



The household spray category is both growing and competitive. Reckitt Benckiser, the maker of Lysol Daily Cleanser, now has a secret weapon for getting noticed in the aisle—actually, two secret weapons designed and produced by Do-It Corporation.

Do-It recently developed a UFL Flag Tab and an Instant Redeemable Coupon (IRC) that attach to the nozzle of Lysol Daily Cleanser.

Digitally printed on durable plastic both of these attractive, on-product tabs are resistant to scuffs, tears, and moisture. The proprietary adhesive used on the UFL Tabs provides strong adhesion yet easily peels off leaving no residue. The tabs are applied automatically and designed to enable the use of existing master cartons.

LEFT: Do-It's UFL Flag Tab gets product noticed.

RIGHT: Do-It's UFL Instant Redeemable Coupon sells product.

