



Merchandising Display Strips

DISPLAY MULTIPLE PRODUCTS, ANYWHERE IN THE STORE



- Display and sell more products anywhere in the store
- Increase impulse purchases
- Ideal for displaying items where retail space is limited
- Ideal for cross-merchandising
- Hang complementary items near each other
- Extensive range of styles to meet your merchandising display needs
- Custom and printed strips available
- Variety of support accessories available





R-80

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.375in	34.9mm
Perf-to-Perf Length:	5.5in	139.7mm
12-Position Length:	22in	558.8mm
Hang Position Spacing:	1.578in	40.1mm
Hang Positions Per Unit:	2,400 (200 strips of 12) / roll	
Master Carton Quantity:	1M (5 rolls) / 12M hang positions	
Master Carton Weight:	32lb	14.5kg
Recommended Weight Per Hang Position:	3oz	85g

R-87

	Imperial	Metric
Gauge:	20 mil	508 μ
Width:	1.25in	31.8mm
Perf-to-Perf Length:	9.626in	244.5mm
12-Position Length:	19.25in	489mm
Hang Position Spacing:	1.563in	39.7mm
Hang Positions Per Unit:	3,000 (250 strips of 12) / roll	
Master Carton Quantity:	1M (4 rolls) / 12M hang positions	
Master Carton Weight:	26lb	11.8kg
Recommended Weight Per Hang Position:	3oz	85g

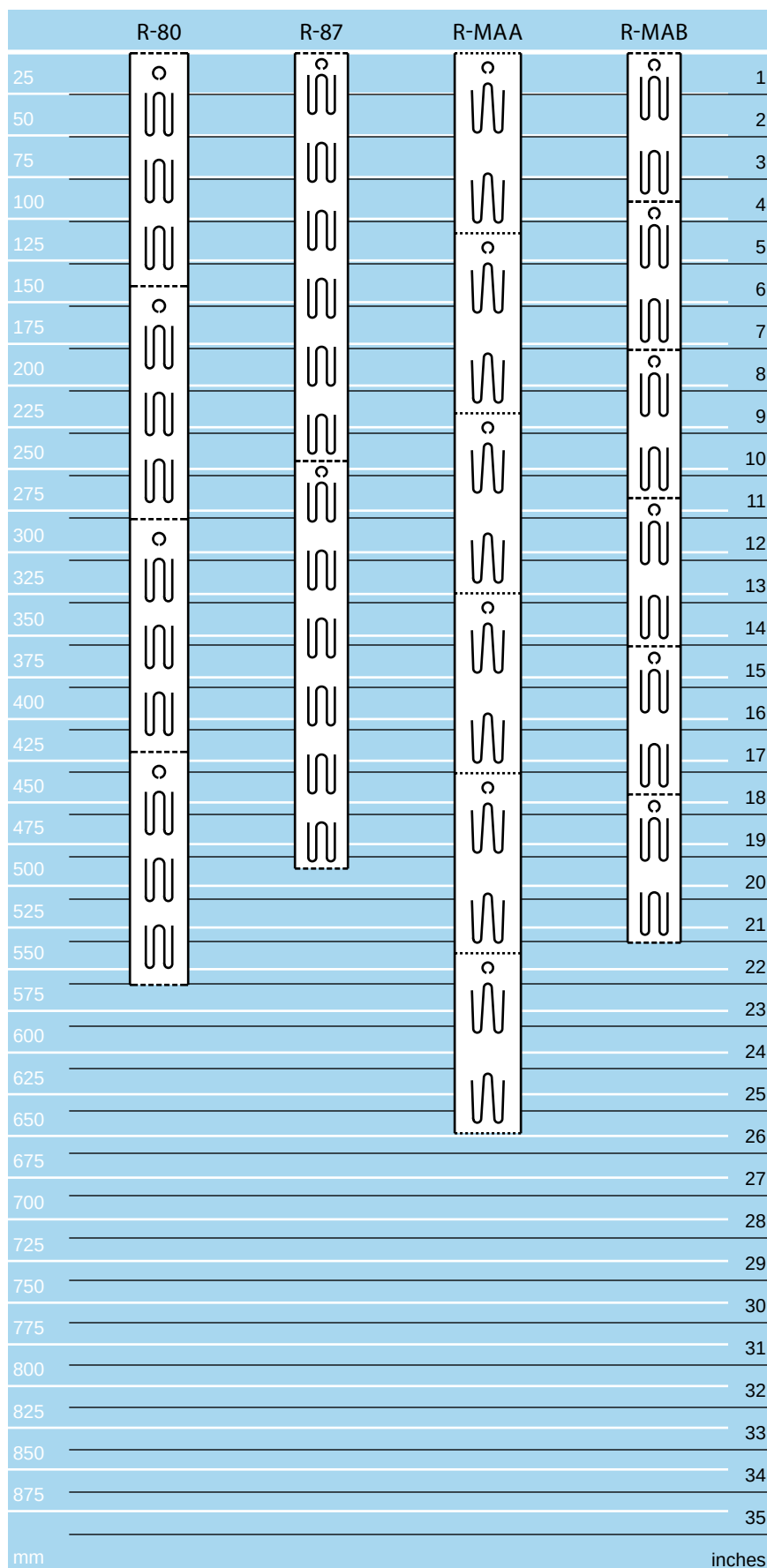
R-MAA

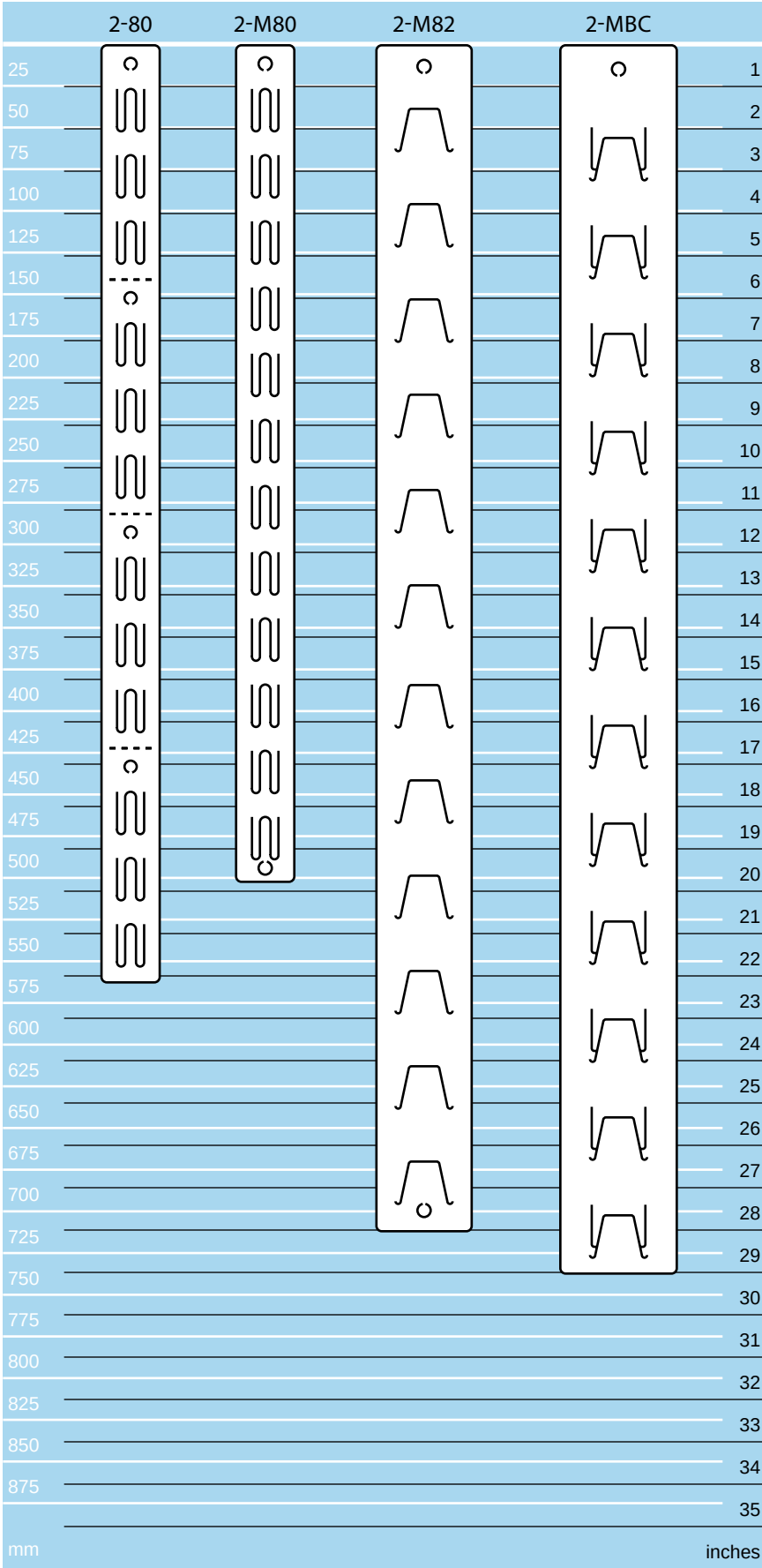
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Gauge:	20 mil	508 μ
Width:	1.563in	39.7mm
Perf-to-Perf Length:	4.25in	108mm
12-Position Length:	25.5in	647.7mm
Hang Position Spacing:	2.125in	54mm
Hang Positions Per Unit:	2,400 (200 strips of 12) / roll	
Master Carton Quantity:	1M (5 rolls) / 12M hang positions	
Master Carton Weight:	42lb	19.1kg
Recommended Weight Per Hang Position:	3oz	85g

R-MAB

	Imperial	Metric
Gauge:	20 mil	508 μ
Width:	1.25in	31.8mm
Perf-to-Perf Length:	3.5in	88.9mm
12-Position Length:	21in	533.4mm
Hang Position Spacing:	1.75in	44.5mm
Hang Positions Per Unit:	2,400 (200 strips of 12) / roll	
Master Carton Quantity:	1M (5 rolls) / 12M hang positions	
Master Carton Weight:	30lb	13.6kg
Recommended Weight Per Hang Position:	2oz	57g

Product drawings on this page shown 25% of original size. M = 1,000





	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.344in	34.1mm
Length:	22.125in	562mm
Hang Position Spacing:	1.563in	39.7mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	28lb	12.7kg
Recommended Weight Per Hang Position:	3oz	85g

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.375in	34.9mm
Length:	19.75in	501.7mm
Hang Position Spacing:	1.563in	39.7mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	25lb	11.4kg
Recommended Weight Per Hang Position:	3oz	85g

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	2.25in	57.2mm
Length:	28in	711.2mm
Hang Position Spacing:	2.25in	57.2mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	29lb	13.2kg
Recommended Weight Per Hang Position:	8oz	227g

	Imperial	Metric
Gauge:	30 mil	762 μ
Width:	2.75in	69.9mm
Length:	29in	736.6mm
Hang Position Spacing:	2.25in	57.2mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	57lb	25.9kg
Recommended Weight Per Hang Position:	10oz	283g

Product drawings on this page shown 25% of original size. M = 1,000





2-83

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.375in	34.9mm
Length:	21.188in	538.2mm
Hang Position Spacing:	1.563in	39.7mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	26lb	11.8kg
Recommended Weight Per Hang Position:	3oz	85g

2-M83

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.375in	34.9mm
Length:	21in	533.4mm
Hang Position Spacing:	1.563in	39.7mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	29lb	13.2kg
Recommended Weight Per Hang Position:	3oz	85g

2-F84

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.563in	39.7mm
Length:	29in	736.6mm
Hang Position Spacing:	2.438in	61.9mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	41lb	18.6kg
Recommended Weight Per Hang Position:	3oz	85g

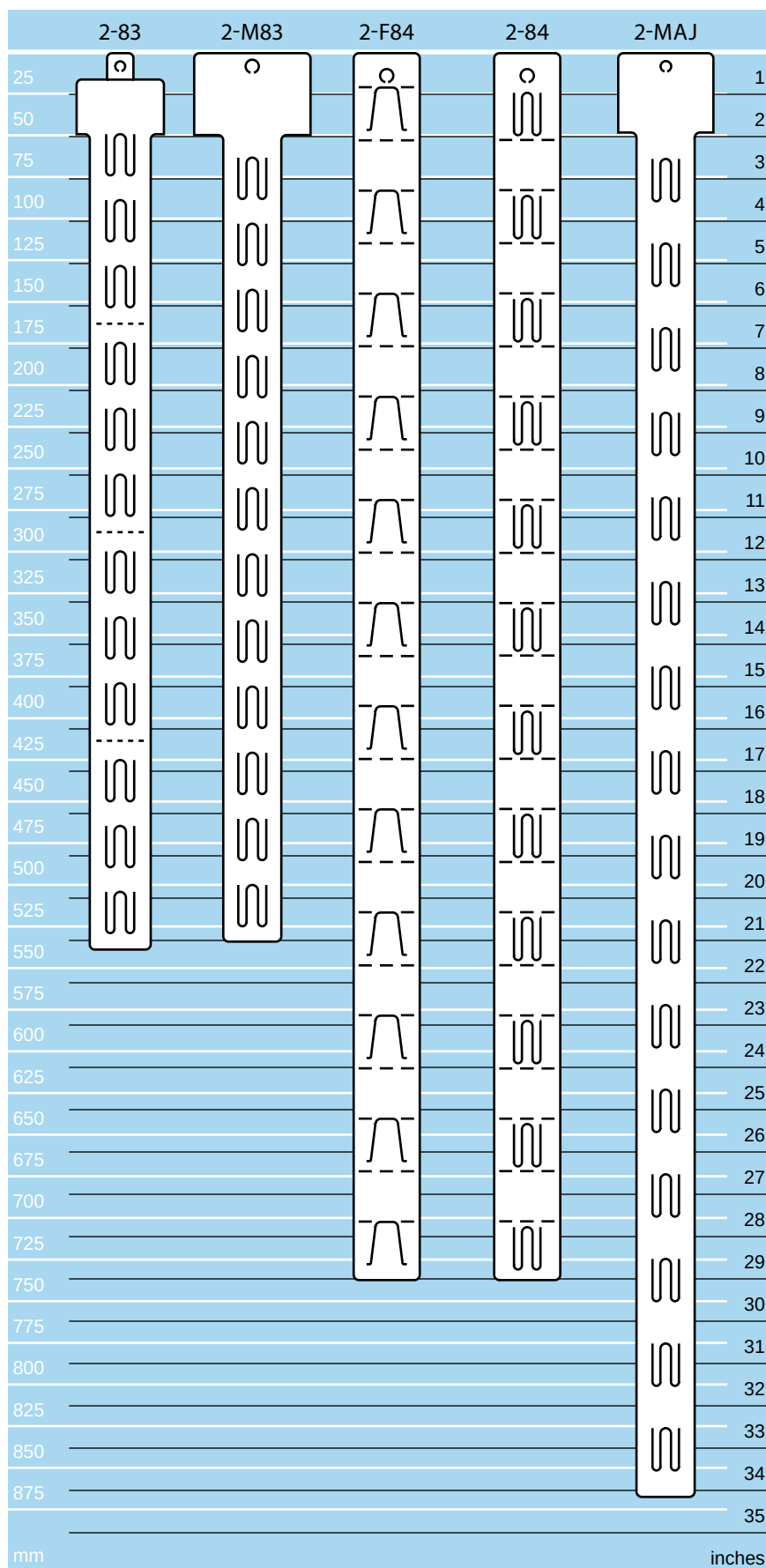
2-84

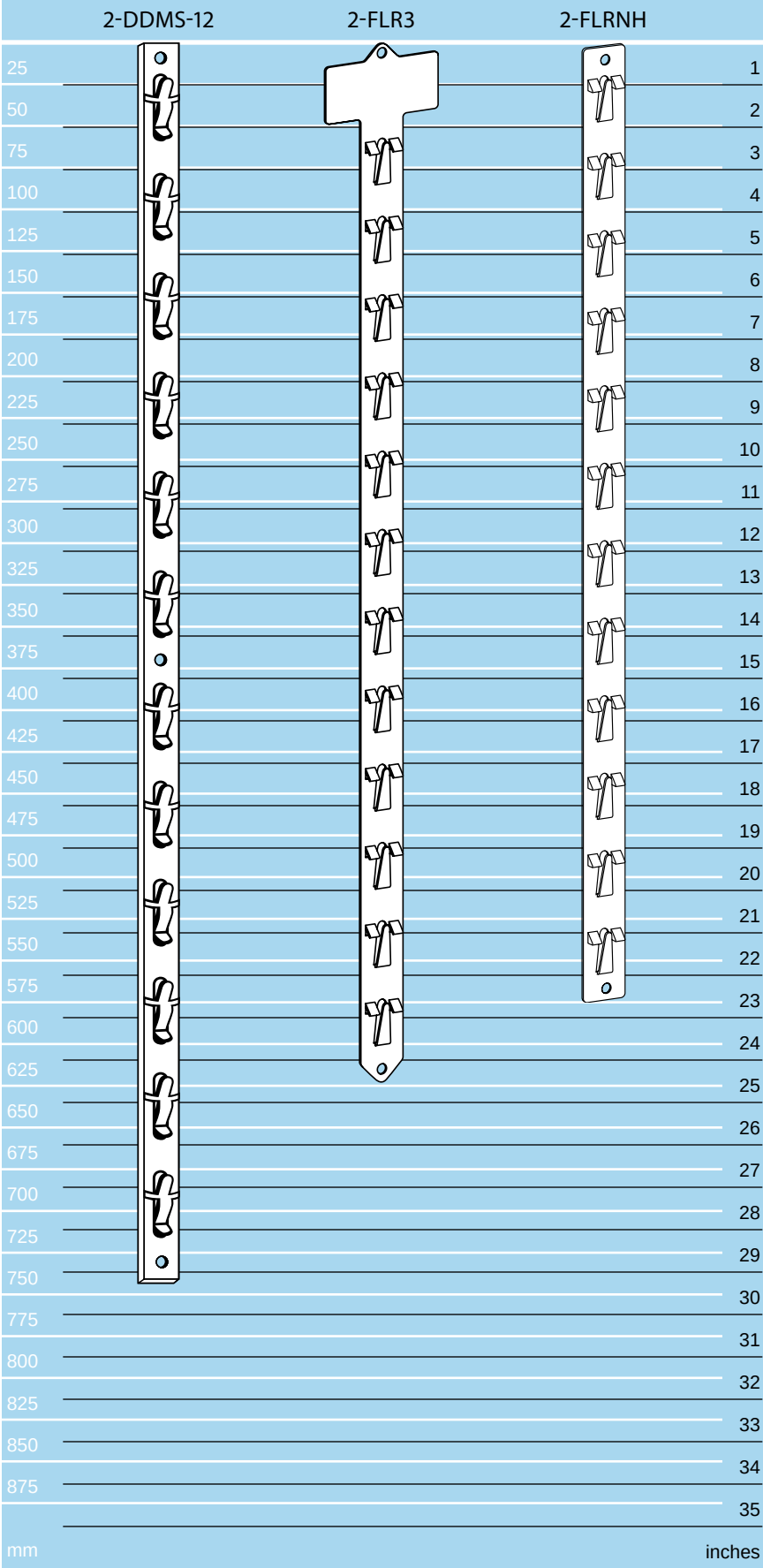
	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	1.563in	39.7mm
Length:	29in	736.6mm
Hang Position Spacing:	2.438in	61.9mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	41lb	18.6kg
Recommended Weight Per Hang Position:	3oz	85g

2-MAJ

	Imperial	Metric
Gauge:	20 mil	508 μ
Width:	1.375in	34.9mm
Length:	34.125in	866.8mm
Hang Position Spacing:	2in	50.8mm
Hang Positions Per Unit:	16 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	23lb	10.5kg
Recommended Weight Per Hang Position:	3oz	85g

Product drawings on this page shown 25% of original size. M = 1,000





2-DDMS-12	Imperial	Metric
Gauge:	100 mil	2540 μ
Width:	0.75in	19.1mm
Length:	29.25in	743mm
Hang Position Spacing:	2.375in	60.3mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	35lb	15.9kg
Recommended Weight Per Hang Position:	8oz	227g

2-FLR3	Imperial	Metric
Gauge:	60 mil	1524 μ
Width:	1.125in	28.6mm
Length:	24.5in	622.3mm
Hang Position Spacing:	1.875in	47.6mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	30lb	13.6kg
Recommended Weight Per Hang Position:	8oz	227g

2-FLRNH	Imperial	Metric
Gauge:	60 mil	1524 μ
Width:	1.125in	28.6mm
Length:	22.625in	574.7mm
Hang Position Spacing:	1.875in	47.6mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	29lb	13.25kg
Recommended Weight Per Hang Position:	8oz	227g

Product drawings on this page shown 25% of original size. M = 1,000





2-MJC

	Imperial	Metric
Gauge:	15 mil	381 μ
Width:	1.5in	38.1mm
Length:	23.75in	603.3mm
Hang Position Spacing:	1.875in	47.6mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	26lb	11.8kg
Recommended Diameter Range:	0.5-0.75in	12.7-19.1mm

2-MJD

	Imperial	Metric
Gauge:	15 mil	381 μ
Width:	1.5in	38.1mm
Length:	24.688in	627.1mm
Hang Position Spacing:	2in	50.8mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	28lb	12.8kg
Recommended Diameter Range:	0.75-1in	19.1-25.4mm

2-MJG

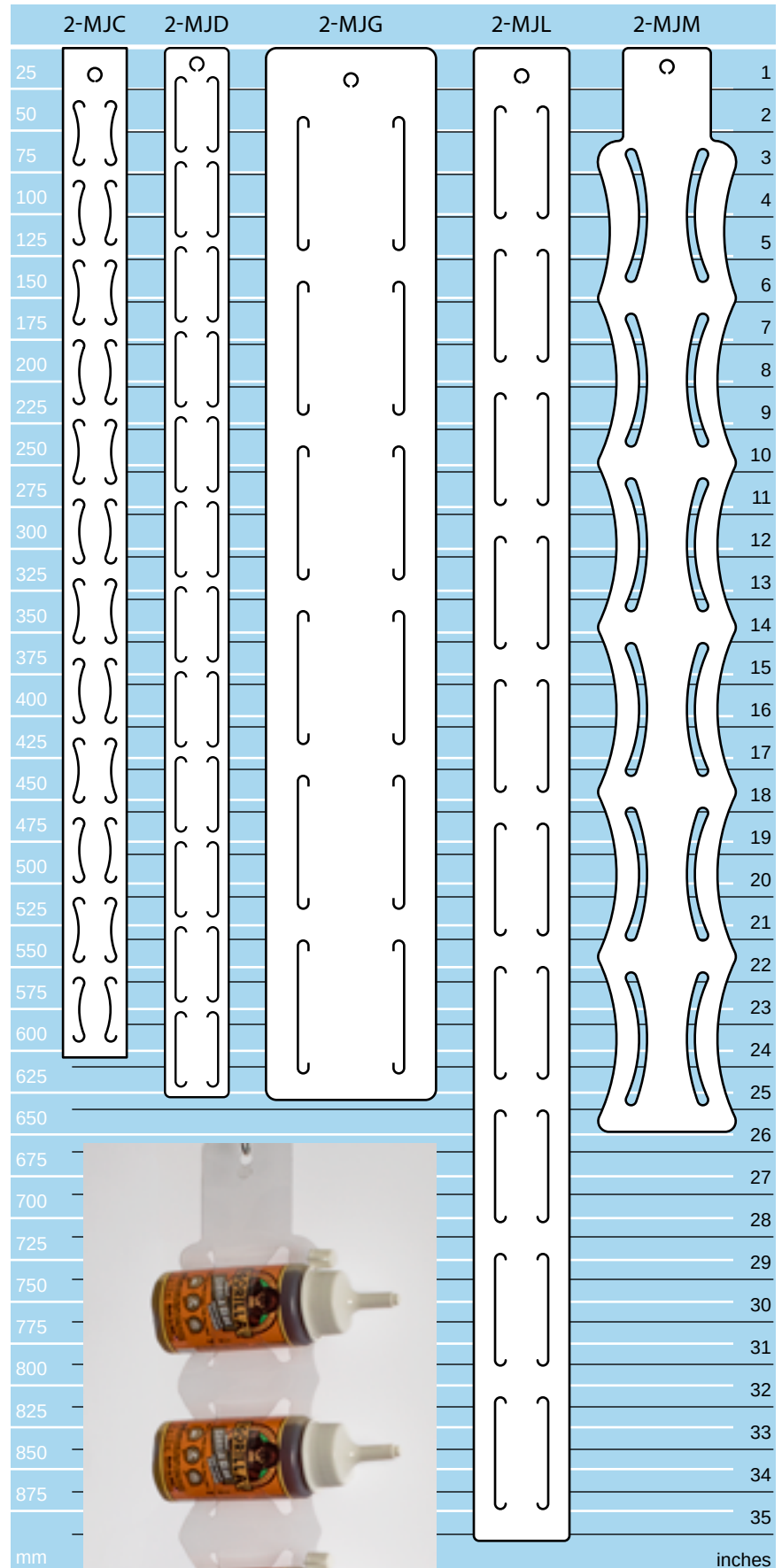
	Imperial	Metric
Gauge:	20 mil	508 μ
Width:	4in	101.6mm
Length:	24.75in	628.6mm
Hang Position Spacing:	3.875in	98.4mm
Hang Positions Per Unit:	6 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	48lb	21.8kg
Recommended Diameter Range:	1.563-1.813in	39.7-46.1mm

2-MJL

	Imperial	Metric
Gauge:	15 mil	381 μ
Width:	2.25in	57.2mm
Length:	35.125in	892.2mm
Hang Position Spacing:	3.375in	85.7mm
Hang Positions Per Unit:	10 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	34lb	15.5kg
Recommended Diameter Range:	1.125-1.375in	28.6-34.9mm

2-MJM

	Imperial	Metric
Gauge:	15 mil	381 μ
Width:	2.063in	52.4mm
Length:	25.5in	647.7mm
Hang Position Spacing:	3.875in	98.4mm
Hang Positions Per Unit:	6 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	33lb	15kg
Recommended Diameter Range:	1.625-1.875in	41.3-47.6mm



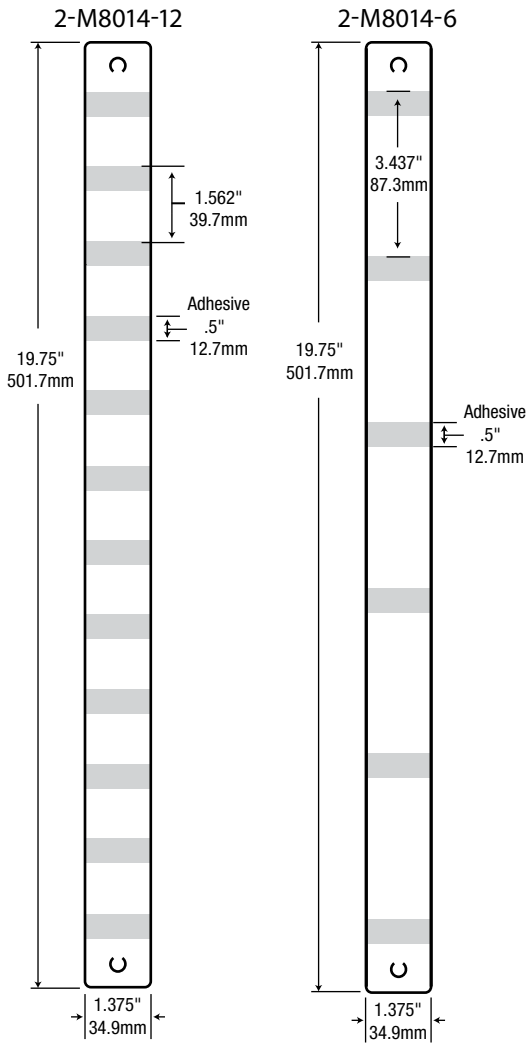
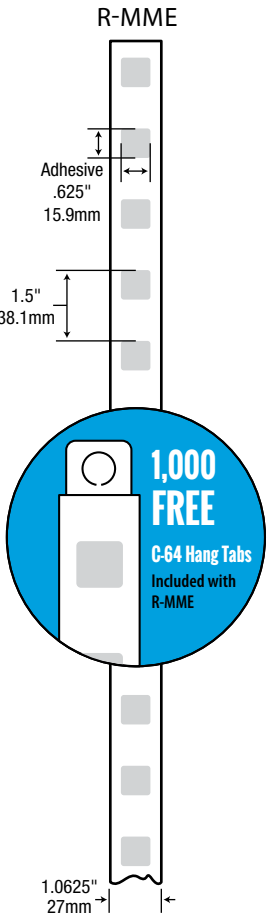
Product drawings on this page shown 25% of original size. M = 1,000



R-MME

	Imperial	Metric
Gauge:	10pt SBS Paper Board	254 μ
Width:	1.062in	27mm
12-Position Length:	19.75in	501.7mm
Adhesive Spacing:	1.5in	38.1mm
Adhesive Positions Per Unit:	3,000 (250 strips of 12) / roll	
Master Carton Quantity:	1M (4 rolls) / 12M hang positions	
Master Carton Weight:	10lb	4.5kg
Recommended Weight Per Adhesive Position:	2oz	57g

Product drawings on this page shown 25% of original size. M = 1,000



2-M8014-6

	Imperial	Metric
Gauge:	15 mil	381 μ
Width:	1.375in	34.9mm
Length:	19.75in	501.7mm
Adhesive Spacing:	3.437in	87.3mm
Adhesive Positions Per Unit:	6 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	24lb	10.9kg
Recommended Weight Per Hang Position:	3oz	85g

2-M8014-12

	Imperial	Metric
Gauge:	15 mil	381 μ
Width:	1.375in	34.9mm
Length:	19.75in	501.7mm
Adhesive Spacing:	1.562in	39.7mm
Adhesive Positions Per Unit:	12 / strip	
Master Carton Quantity:	1M strips / box	
Master Carton Weight:	24lb	10.9kg
Recommended Weight Per Hang Position:	3oz	85g

Product drawings on this page shown 25% of original size. M = 1,000



Up Your Game with Pocket Strips and Totems

- Temporary Store Display
- Portable
- Reloadable
- Clear or Printed
- Ships Flat
- Custom Design Available
- Add a Printed Header



See page 47 for more information.



More Styles Available



Detail of patented* pocket strip design.



Detail of totem strip shelf.





2-MBH

	Imperial	Metric
Gauge:	25 mil	635 μ
Width:	3in	76.2mm
Length:	34in	863.6mm
Hang Position Spacing:	2.5in	63.5mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	500 strips / box	
Master Carton Weight:	24lb	10.9kg
Recommended Weight Per Hang Position:	6oz	170g

2-MBR

	Imperial	Metric
Gauge:	20 mil	508 μ
Width:	3in	76.2mm
Length:	28in	711.2mm
Hang Position Spacing:	2in	50.8mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	250 strips / box	
Master Carton Weight:	32lb	14.5kg
Recommended Weight Per Hang Position:	2.5oz	71g

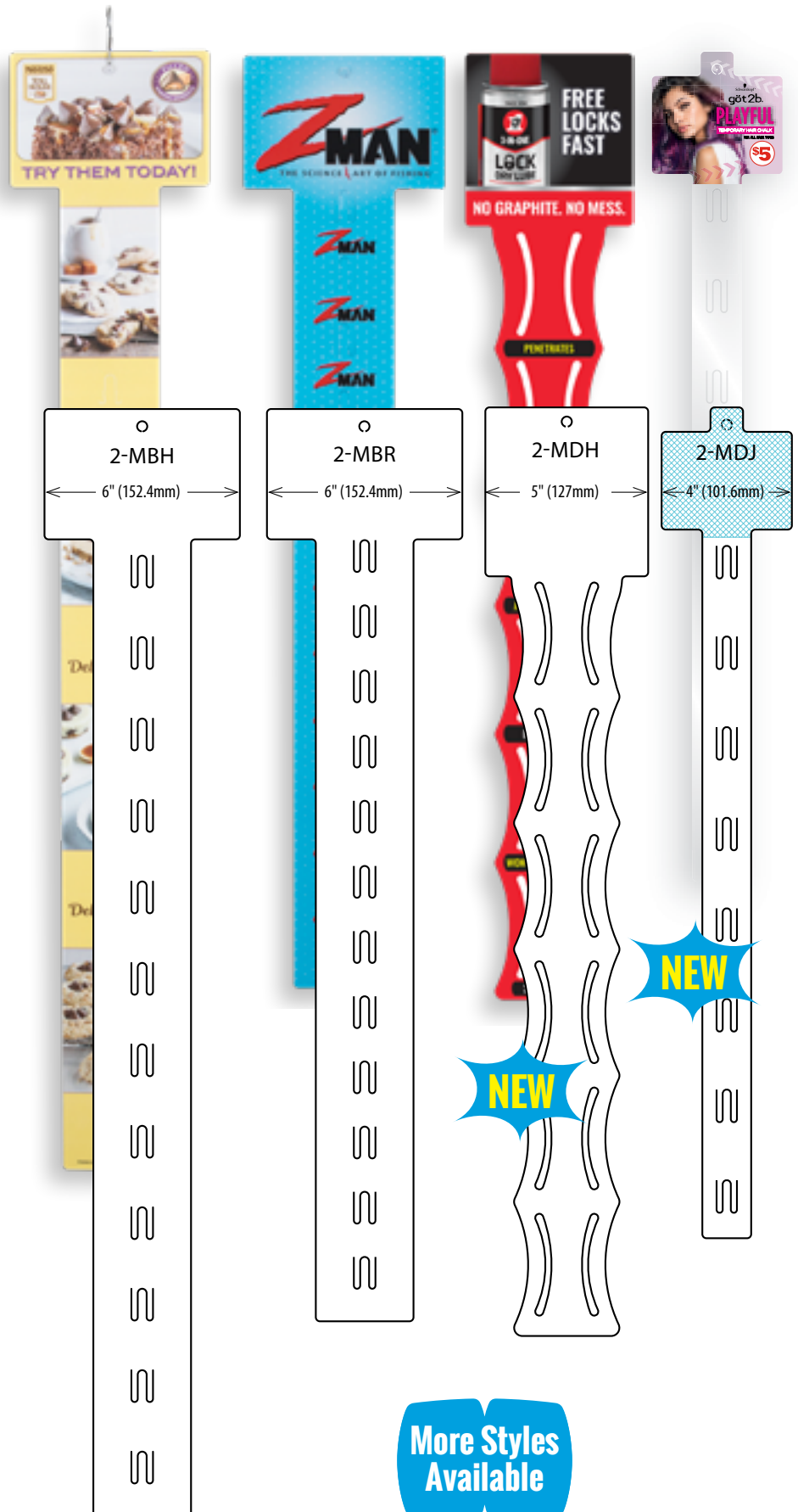
2-MDH

	Imperial	Metric
Gauge:	3 mil laminate on 15 mil	457 μ
Width:	5in	127mm
Length:	28.5in	724mm
Hang Position Spacing:	3.875in	98.4mm
Hang Positions Per Unit:	12 / strip	
Master Carton Quantity:	250 strips / box	
Master Carton Weight:	28lb	12.7kg
Recommended Weight Per Hang Position:	6oz	170g

2-MDJ

	Imperial	Metric
Gauge:	3 mil laminate on 15 mil	457 μ
Width:	4in	102mm
Length:	25.5in	648mm
Hang Position Spacing:	2.781in	70.6mm
Hang Positions Per Unit:	8 / strip	
Master Carton Quantity:	250 strips / box	
Master Carton Weight:	23lb	10.4kg
Recommended Weight Per Hang Position:	3oz	85g

M = 1,000



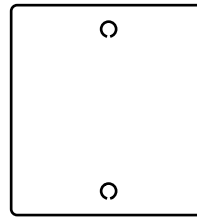
More Styles Available



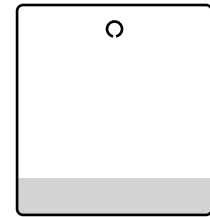
MLA10 / MLA16

	Imperial	Metric
Gauge:	15 mil	381 µ
Width:	4.063in	103.2mm
Height:	4.375in	111.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	18lb	8.2kg

MLA10



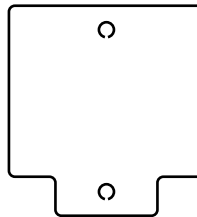
MLA16



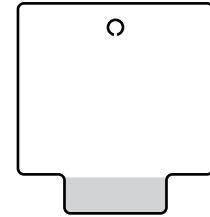
MLB10 / MLB16

	Imperial	Metric
Gauge:	15 mil	381 µ
Width:	4.063in	103.2mm
Height:	4.375in	111.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	15lb	6.8kg

MLB10



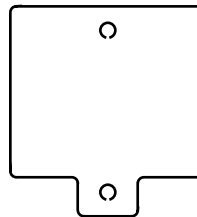
MLB16



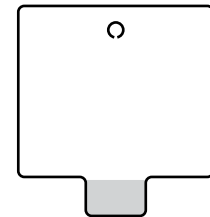
MLC10 / MLC16

	Imperial	Metric
Gauge:	15 mil	381 µ
Width:	4.063in	103.2mm
Height:	4.375in	111.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	13lb	5.9kg

MLC10



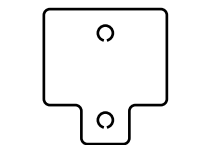
MLC16



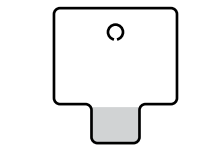
MLD10 / MLD16

	Imperial	Metric
Gauge:	15 mil	381 µ
Width:	2.563in	65.1mm
Height:	2.813in	71.4mm
Format:	loose piece	
Package:	2.5M carton	
Master Carton Weight:	14lb	6.4kg

MLD10



MLD16



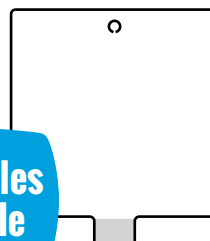
MLG10 / MLG16

	Imperial	Metric
Gauge:	15 mil	381 µ
Width:	5.75in	146.1mm
Height:	5.75in	146.1mm
Format:	loose piece	
Package:	1M carton	
Master Carton Weight:	35lb	15.9kg

MLG10



MLG16



More Styles Available

Product drawings on this page shown 25% of original size.

M = 1,000

Selecting a Display Strip

SOME THINGS TO CONSIDER
WHEN CHOOSING A MERCHANDISING DISPLAY STRIP

Consider ...

Whether your product / package has a hang hole.

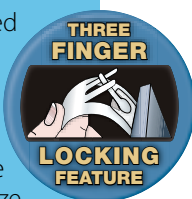
If not, you can use either an adhesive display strip option or use a Do-It Hang Tab on your product/package. Round hole style hang tabs (like the R-J27/R-J05) work best with most display strip hang position styles.

The product weight and dimensions.

Thinner products (under 2 inches / 50.8mm) and products with a weight under 6 oz / 170g, merchandise best on display strips.

When the product is loaded on the display strip.

If your product is preloaded on a strip, it is best to use the three finger locking hang positions (W-cut). Also, consider how this loaded display strip will be packed in a box to minimize movement during shipping.



The product length in regard to proper hang position spacing.

The thicker the product, the more it will "stack up" on each other and require greater spacing between the hang positions.

If labeling or branding is required on the display strip.

Do-It can provide printed labels, printed headers, or fully printed display strips.

Accessories

Don't forget accessories like pins and "S" hooks for hanging.

ECONOMY

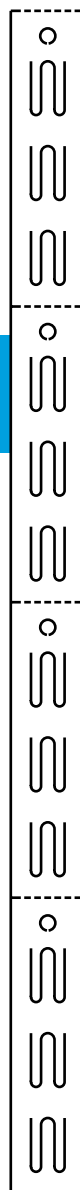
R-MME



**Great
for snack
products!**

See page 54

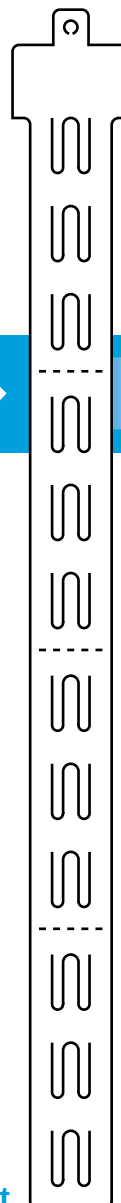
R-80



**Ideal for light
weight products.
Also preloading
and shipping.**

See page 49

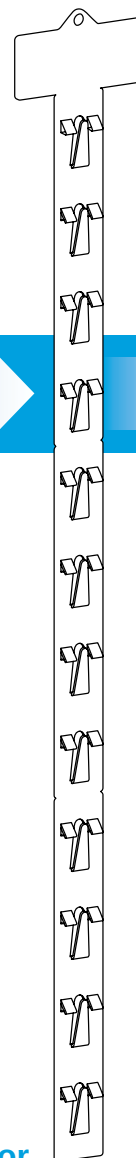
2-83



**Walmart
approved**

See page 61

2-FLR3



**Ideal for
heavier items**

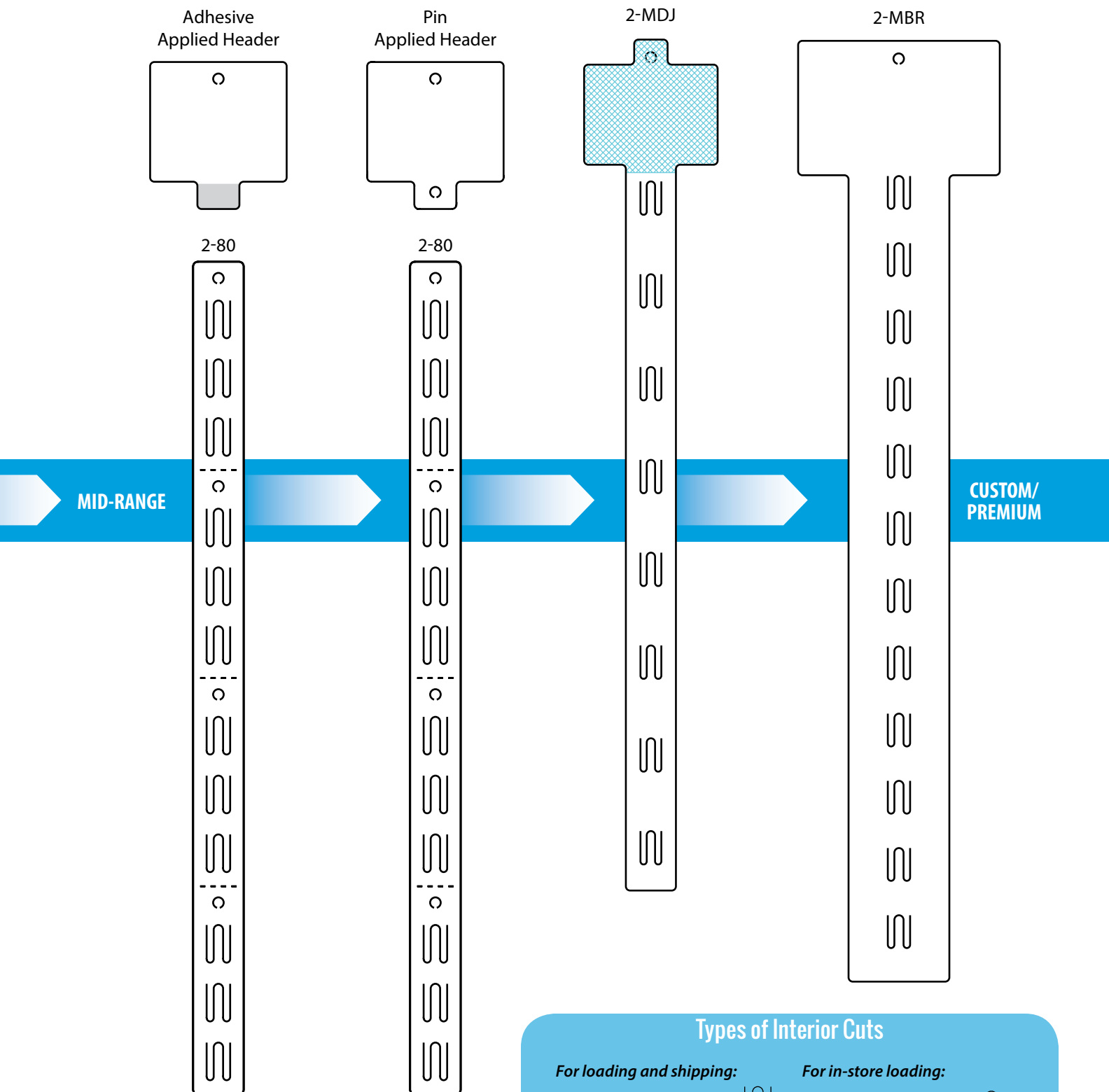
See page 52

Headers communicate your message and vital product information.

See page 57

Promote your brand /product throughout the entire sales process.

See page 56



Build and enhance brand awareness.

See page 50

Types of Interior Cuts

For loading and shipping:

W-Cut (pre-load)



For cylindrical product:

Bandolier Cut



For in-store loading:

Single Cut (field load-round)



Wedge Cut (field load-slot)



Contract Packaging



At Do-It Corporation, we take our years of packaging experience and apply it towards your contract packaging needs. From basic tasks like printing and applying labels on Walmart impulse strips, to building entire display kits, our contract packaging area is ready to help.

Our contract packaging services include:

- Walmart Label Production
- Walmart Label to Strip Application
- Printed Header to Strip Assembly
- Attaching "S" Hook
- Kit Assembly with Instruction Sheet
- Bottle Neck Hang Tab Assembly / Filling
- Custom Box Building
- Drop Ship Capabilities

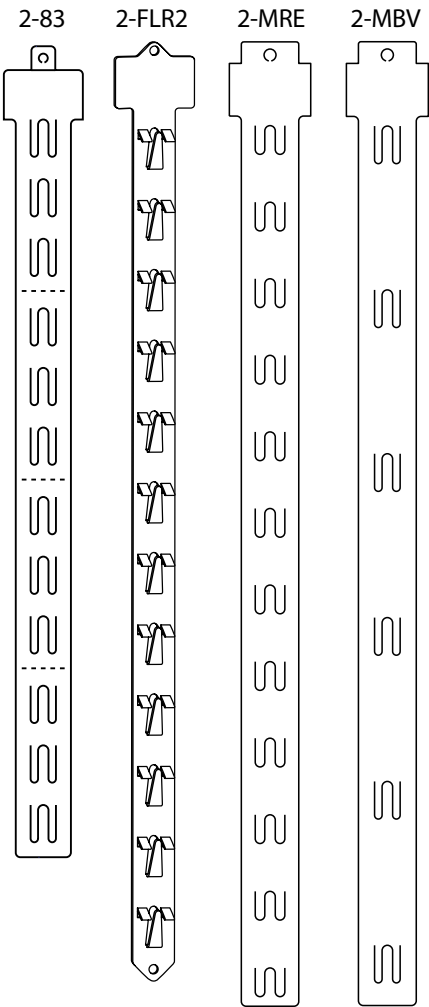


Walmart

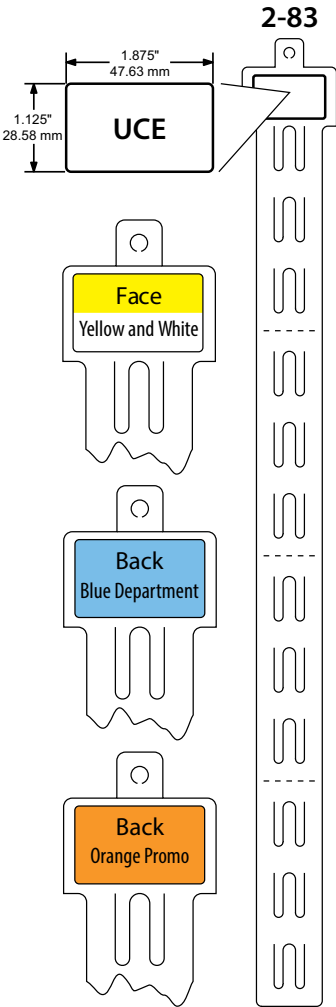
WALMART APPROVED
IMPULSE STRIP PROGRAM



IMPULSE STRIPS



PRINTED LABELS



Do-It Corporation is an approved vendor for the Walmart Impulse Strip Program. We ensure that your merchandising strip and labeling comply with Walmart requirements. Do-It provides you with a single source for strips, labels, contract assembly, and more. Contact us for more details.

LABEL APPLICATION



See Contract Packaging page 60

S-HOOKS



HANG TABS

