



# Do-It Helps Pickle Juice Step-Up Their In-Store Presence With Printed Merchandising Strip

When The Pickle Juice Company was looking to expand their in-store merchandising options they connected with Do-It Corporation. Do-It's 2-MDH Merchandising Display Strip is the perfect method of displaying and promoting Pickle Juice's 2.5 ounce Pickle Juice Shot.

Not only does the merchandising strip attractively hang the Pickle Juice bottles, it creates a visually unique method of displaying these six products anywhere in a store. The horizontal product display takes advantage of the logo orientation on the bottle.

Do-It Corporation applied a clear laminate to the clear 15 mil PET plastic just before digitally printing on the material — carefully color matching Pickle Juices recognizable green, yellow, and red colors. The clear laminate, precise printing and die cutting allow the logos on each bottle to show through the strip, free from obstruction.

The merchandising strip includes a large printed header area and intermittent messages in between products on the strip. This approach allows the strip to convey key branding messages while still allowing the product and brand to be visible during the entire sales cycle.

This strip is a movable display that allows retailers to cross-merchandise Pickle Juice anywhere in the store - the drink aisle, near sporting goods, or at check-out.

