



Do-It Helps Q-tips Travel Pack Take Flight



The global travel and tourism industry contributes over \$7.6 trillion U.S. dollars (2016) to the world economy.* A small hang tab produced by Do-It Corporation helps Unilever tap into that market.

Do-It's R-GED, round-hole, fold-up hang tab takes Q-tips' 30 Count Travel Pack out of the bin and off the shelf. The R-GED provides display flexibility by allowing retailers to hang the box in multiple locations throughout the store. Store personnel simply fold the hang tab up and hang the product on a peg hook or retail display strip. Hanging the product where customers see it increases impulse purchases.

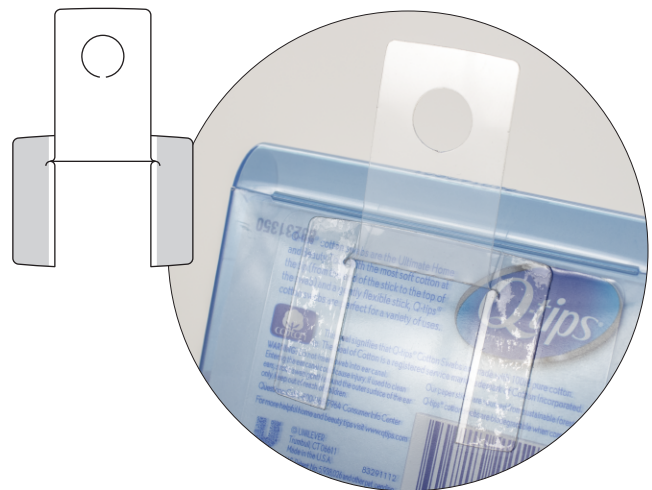
The clear hang tab is placed directly on the back side of the product and does not block any product information. With the hang tabs folded down during shipment, Unilever can continue to use their existing master shipping cartons.

Do-It's R-GED helps Unilever's Q-tips get noticed by tourists traveling world wide every year.

*Source: Statista, The Statistics Portal. Statistics and Studies from more than 22,500 Sources. www.statista.com



The R-GED hang tab stays folded down during shipment.



Store personnel can simply fold up the hang tab to hang on a peg hook.

