CASE STUDY

Display Strip Kit Makes It Easy To Promote Renuzit[®] Air Fresheners

Do-It Corporation makes it easy for Henkel to offer retailers a simple, easy method of promoting Renuzit air fresheners anywhere in the store. The display strip kit contains everything needed for assembling twenty display strips: printed MLQ headers, 2-FLRNH display strips, 2-part pins, heavy-duty S hooks, assembly instruction sheets, and enough R-14 hang tabs to hang twelve Renuzit cones on each strip. Once assembled, the strip is a moveable display ideal for cross-merchandising.





