

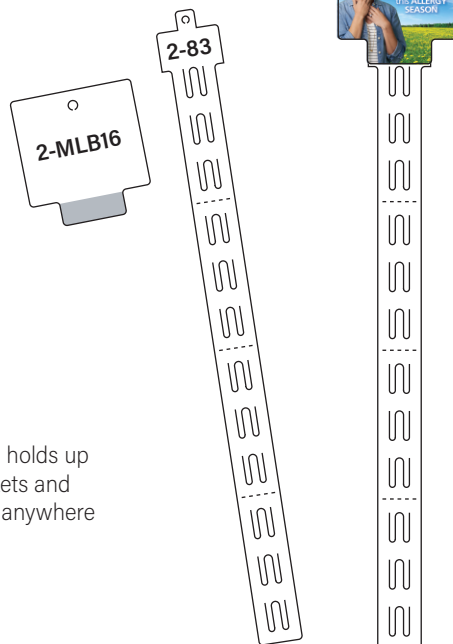
# Ricola Finds Its Voice With Do-It Merchandising Strip and Printed Header



As allergy season hits hard in the spring, Ricola Natural Herb Cough Drops offer relief that lasts. Do-It's 2-83 Merchandising Strip and 2-MLB16 Printed Header make it convenient for customers to find Ricola cough suppressants and throat drops in the busy store aisle.

Display strips make it easy to cross-merchandise. Ricola cough drops can be displayed near related products – like cold medicine or humidifiers – encouraging impulse sales. The attractive header draws attention to the product and reinforces Ricola's brand message.

This merchandise strip and printed header combo from Do-It make it easy for allergy sufferers to find Ricola cough drops – and relief – quickly in any busy store.



Each strip holds up to 12 packets and can hang anywhere in a store.



Do-It Display Strips get products off the shelf and hanging where customers can see the product.