



Do-It's Bottle Cap Flag/IRC Is A Smooth Way For Teddie All Natural Peanut Butter to Boost Sales

When The Leavitt Corporation wanted to offer a fifty-cent coupon on its 26 ounce and 16 ounce jars of Teddie All Natural Peanut Butter they selected Do-It Corporation to provide a unique on-product IRC.

When placed on the cap of either size peanut butter jar Do-It Corporation's R-UGH Bottle Cap Flag draws attention to the product on any store shelf.

The bright, on-product flag adheres to the cap of the Teddy All Natural jar and hangs just above the bottle's label. The digitally printed, bright red and yellow coupon gets attention and draws customers to the product.

Do-It's proprietary adhesive used on the R-UGH provides strong adhesion yet easily peels off leaving no residue. This is ideal for the fifty-cent IRC – customers can easily peel the coupon to redeem at the cashier or simply flip the coupon to be scanned during check out. The bottle cap flag is digitally printed on a white, 4 mil OPP XT film – a synthetic paper made from a unique mixture of calcium carbonate and polypropylene resin. This material provides excellent printing performance with extra tear strength and weather resistant properties.



Unlike elastic based products, the flag position remains the same giving the overall display a clean, more uniform look.



R-UGH

