

# DO-IT HANG TAB PERFORMANCE TROUBLESHOOTING GUIDE

## BACKGROUND

Do-It Hang Tabs are designed to hang products on peg-hooks, display strips — anywhere in a retail environment. Sometimes, a hang tab can fail to hold the product in place or even fail to initially adhere to the product during the hang tab application process. While hang tabs may appear to be a simple product, there are a number of factors that contribute to the performance of a hang tab — short-term (during production) and long term (hanging in the store). This Troubleshooting Guide can help you, and Do-It, to better determine the root cause of a hang tab problem. Some of the questions may seem obvious or redundant, but they will help us get the answers we need to resolve a particular performance issue.

Do-It encourages all our customers to test Do-It Hang Tabs for their intended use and desired performance. We provide samples free of charge for this purpose.

**A simple test we can suggest, is to apply our hang tab onto your product, double the weight, and hang the product. If the product hangs for 20 days without failure, it should work on your product long term.**

A more difficult test to conduct is to apply the hang tab onto your package and measure the force to pull it off. The force to pull the hang tab off should be 1.5 pounds (660 grams) or greater. Please keep in mind that the bonding strength increases substantially after 24-72 hours.

**WHEN A PROBLEM OCCURS PLEASE CONTACT DO-IT IMMEDIATELY TO HELP FIND A SOLUTION.**

## — Hang Tab Troubleshooting Worksheet —

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Main Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ email \_\_\_\_\_

Production Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ email \_\_\_\_\_

### QUESTIONS:

1. Is this a Do-It Hang Tab?     Yes                       No                       Unsure

2. Do-It Part Number / Description \_\_\_\_\_

3. What is the Do-It work order number? \_\_\_\_\_

*This can be found on the outside of our box, master carton, or the core label on the inside of the roll.*

4. Description of Problem \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Do-It Corporation • P.O. Box 592 • South Haven, MI 49090-0592 • USA  
(800) 426-4822 • (269) 637-1121 • FAX (269) 637-7223

[www.hangtab.com](http://www.hangtab.com) • e-mail [sales@do-it.com](mailto:sales@do-it.com)

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5) Description of Your Product: Weight \_\_\_\_\_  
 Shape  Box  Oval  Tube  Bottle  
 Unique (please describe) \_\_\_\_\_

6) Location of hang tab on the product:  Back  Front  Top

7) Description of Surface:  Flat  Smooth  Curved  Uneven  Plastic  
 (Check all that apply)  Wood  Metal  Shrink Film  Hang tab is on the shrink wrap seam

Shrink Film Supplier/ Product Name \_\_\_\_\_

*It is important that the surface be clean, dry, and free from a contaminant such as dust, oil, waxes, silicone, etc. Some shrink films or overwrap films have ingredients that will not allow the adhesive to form a good bond.*

8) Has the surface or shrink film change recently?  Yes  No  Unsure

9) Is this the first time you have applied this hang tab to this product/package?  
 Yes  No  Unsure

10) If you have applied this hang tab to this product/package in the past were there problems before?  
 Yes  No  Unsure

If yes, what was the problem? \_\_\_\_\_

11) How are the hang tabs being applied?  By Hand  Machine Applied (If machine applied, what type of machine is used?)  
 Tamp-On Application  
 Blow-On Application  
 Roll-On Application

*It is important that the adhesive area not be touched or contaminated. Also, pressure should be applied to the adhesive area by hand or machine roller after the hang tab is placed on the product or package.*

12) When is the product failing? During the application  Yes  No  
 During shipment  Yes  No  
 In the store  Yes  No

13) What is the temperature of the area where the hang tab is failing?  Below 65°F (Below 18.3°C)  65° to 75°F (18.3° to 23.9°C)  
 Above 75°F (Above 23.9°C)  Other

*If hang tabs have been in a cold environment, adhesive performance improves when the hang tabs are warmed up to room temperature (approximately 72°F / 22.2°C).*

14) Is the hang tab allowed to “wet out” after application—is there time for the adhesive to adhere to the surface before the product is moved, master cartoned, shipped, or hung in a store?  Yes  No

15) To provide a more thorough investigation, please provide the following samples:

- NECESSARY:
  - 50 samples of the hang tab (minimum) or a partial roll of the suspect hang tabs  
 IMPORTANT:
  - 10-12 samples of your product — in pre-hang tab condition
  - Samples of the shrink film or over wrap

Do-It will conduct a thorough investigation that will include testing your returned hang tab samples, product samples, and shrink film. Our goal is to resolve this complaint in a comprehensive, timely manner. Your support and cooperation will allow us to resolve this matter quickly and thoroughly.

