

Do-It Corporation Helps Üllo® Create An Elegant Presentation For Its Uno™ Wine Purifiers

Some Do-It Corporation products, like our printed wobblers and display strips are designed to grab your attention in a store. Other Do-It Products can be more subtle, almost unnoticeable, yet have the same affect. Üllo® chose the second route and the result is an elegant, attractive retail display that draws the customer to their Uno™ Wine Purifiers product line.

The 2-MFV Merchandising Display Strip from Do-It is the primary component. This strip is large enough to hang eight Uno boxes — four rows of two boxes. Made from 20 mil black PVC material, the 2-MFV works as a movable display. Store personnel can place this strip wherever they feel it will have the most impact.

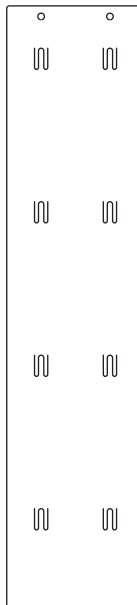


The C-64 round hole hang tab subtly hangs the Uno box on the elegant black 2-MFV display strip.

To hang the boxes on the strip, Üllo selected a C-64 style Do-It Hang Tab. The hang tab is placed on the top, backside of the Uno box. The hang tab is virtually unnoticeable, yet securely hangs the box of four, single use wine purifiers.

The 2-MFV Strip uses a 3-finger locking feature that keeps each product hanging securely during delivery and the entire sales cycle. The 20 mil plastic display strip is sturdy enough to easily hang all eight products until all they are sold and remain attractive.

In the liquor aisle, or anywhere in the store, this display will help Üllo get their products noticed and sold.



2-MFV

