

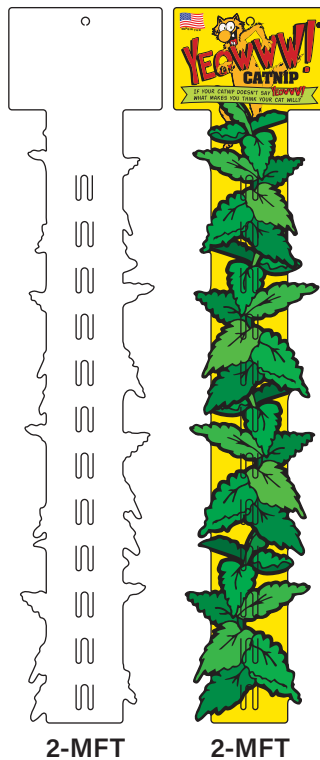


# Yeowww! Draws Attention To Its Catnip With A Large, Colorful Display Strip From Do-It Corporation



Yeowww!'s Catnip toys are colorful and fun. To help get them noticed in crowded pet product stores Yeowww! needed a method of display that was equally colorful and fun. The solution is a digitally printed 2-MFT Merchandising Display Strip from Do-It Corporation.

Do-It was careful to color match the strip to the brightly colored Catnip products. Together, the products with the strip make a display that gets noticed and makes it easy to buy the Catnip.



The large header grabs your attention in the aisle and reinforces Yeowww!'s brand. The bright yellow, green, and red strip continues to promote and sell the Catnip even after products are removed from the strip.



**On the 2-MFT Strip, Do-It Corporation uses a 3-finger, locking feature that keeps each product hanging securely during delivery and the entire sales cycle.**

On the 2-MFT Strip, Do-It Corporation uses a 3-finger locking feature that keeps each Catnip toy hanging securely during delivery and the entire sales cycle. The 15 mil plastic display strip is sturdy enough to easily hang Yeowww!'s products on all twelve hang positions until all the merchandise is sold.

Do-It Display Strips are an excellent method of getting products hanging and noticed in any store. Strips can hang just about anywhere in the store and this flexibility increases brand awareness, and increases impulse purchases.

