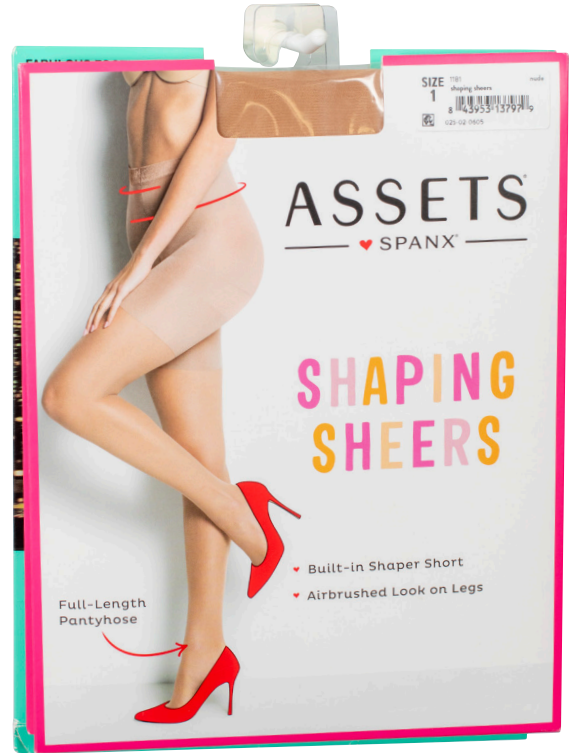


Do-It Corporation's R-33 Hook Hang Tab Gives Spanx Display Opportunities in Target Stores

When Spanx was looking to update its retail display options in Target Stores for its Assets line of products they selected the R-33 Hook Hang Tab from Do-It Corporation.

The R-33 hang tab provides a simple, effective, and durable method of getting these products off the shelf and up hanging where customers will see them.



The clear hang tab doesn't block product information.

The clear hang tab is applied to the top edge of the back of the package. It is almost completely unnoticeable and doesn't block any product information.

At the store, the products can still lie flat on a shelf or in a bin, but now, store personnel can also securely hang the product on a peg hook. Hanging the product gets it noticed and increases impulse purchases.

Ideal for the garment industry, Do-It Hook Hang Tabs make selecting exact products quick and simple. Customers can easily "backshop" by

selecting products from any position on the retail display peg hook – without having to remove the front products on a peg hook.

To make it easier for Spanx, Do-It shipped the hang tabs directly to contract package manufacturers outside of the United States.

A clean and simple retail display option. A precise and convenient shipping process. A reliable solution for Spanx in Target Stores.



R-33



Customers can easily "backshop" when hook-style hang tabs are used on products..