

Cutter Gets Its Poison Ivy Scrub Hanging With A Printed Display Strip From Do-It Corporation

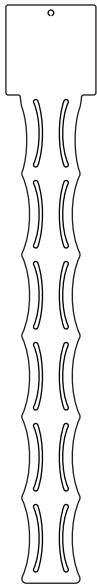


As hikers and campers start itching to hit the trails this spring, Premier Brands of America Inc is looking for additional ways to promote and sell its Cutter Poison Ivy Scrub. Do-It Corporation's Printed 2-MFH Merchandising Display Strip is an ideal method for Cutter to display, and sell, its 4.0 ounce Poison Ivy Scrub.

The digitally printed retail merchandising strip hangs six 4.0-ounce tubes in an eye-catching horizontal layout. Do-It worked to carefully color match and reinforce Cutter's blue and green brand colors. The large, attention-getting header area of the strip calls out to customers in any store aisle.



2-MFH



The key is that this strip is essentially a movable display that allows retailers to cross-merchandise this product anywhere in the store. These tubes could stand out in the first aid aisle or in the camping section of any store. More display opportunities means more sales for Cutter.