



Retail Packaging Ideas That Matter

**YEAR
49**

Hang Tabs, Plastics & The Environment

Celebrating a half century of innovative packaging design with a focus on – and a corporate commitment to – source reduction.



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Ideas that
Hang... Promote... Sell!



PLASTIC BENEFITS AND USES

Hailed as a miracle technology in the 1940s and 1950s, plastic has become a trendy scapegoat for the world's environmental challenges. Careful attention *should* be given to the proper use of plastics. However, usage, disposal and recycling cannot be considered in isolation. Research the use of plastics critically and choose responsibly.

Benefits of Plastic - A Balanced Approach

Plastics are used in many industries because of the superior benefits they provide.

Medical Industry -

Medical devices use plastic to ensure products are sterile. Syringes and numerous surgical implements are plastic and single-use. Sterilizing metal or glass devices is not possible in many environments.

Consumer Products -

Plastics prevent head injury in the form of helmets. They keep us safer in our cars. Plastics are used on playgrounds and in toys. Plastic insulates our homes and promotes energy-efficiency. Replacing plastic with metal or wood in many products isn't feasible and would eliminate the product.

Food/Beverage/Packaging -

Plastic keeps food fresh and helps mitigate food waste. Shipping food and beverages in plastic is cheaper and less resource-intensive than shipping with other materials.

Alternatives Aren't Ideal

Glass is heavy. Shipping requires more resources. Broken glass in food processing or on the production line requires product to be scrapped. It's expensive to recycle.

Metal containers are lighter than glass, but tin and aluminum need to be mined. The world has limited resources of both. In addition, many metals oxidize causing potential contamination.

Biodegradable plastics are being developed. Compostability is environmentally attractive. However, "bioplastics" use plant material such as corn, rather than petroleum. This redirects finite food resources. Bio-packaging must be broken down by industrial composting. Some bioplastics don't break down. Others break down before they serve their purpose, with disastrous supply chain results.

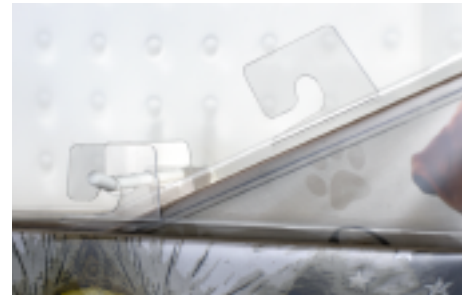
Waste and the Environment

Modern plastics are produced without harmful heavy metals, phthalates, and SVHCs as defined by REACH.

Plastics can be recycled or recovered and converted into energy.

Plastic debris in the environment (ocean) is a behavioral problem and is mitigated by education and proper collection and disposal practices.

*Some information adapted from the article "Why Plastic Is Good! (Some of the Time)" by Hannah de Gruchy from the web site www.ecoandbeyond.com.





Do-It Hang Tabs & The Environment

- Do-It Hang Tabs and Display Strips offer an important benefit of allowing consumer products to be seen and noticed in retail stores.
- Many times, Do-It Hang Tabs reduce the overall packaging of a product - starting an environmentally-friendly chain-reaction. (see below)
- A few select Do-It Hang Tabs are now available in XTR Paperboard - a sustainable, renewable, and biodegradable material.
- Do-It Hang Tabs are now available in RPETG plastic that is 100% recycled.

Do-It Hang Tabs & Source Reduction

In many cases, Do-It Hang Tabs can reduce the packaging materials required to professionally display products in retail stores. Reducing packaging reduces waste and starts an environmental chain-reaction throughout the product package development process. Smaller packages need smaller master cartons, smaller inventory space and less energy to transport and display.



Source reduction means smaller packages, more products in less space, and less energy to transport products.



Do-It Hang Tabs & RPETG Plastic

- RPETG plastic has the same chemical composition as PET but with glycol added. This addition of glycol increases durability, strength, and impact resistance.
- RPETG plastic has excellent clarity, chemical resistance, and is less brittle than PET plastic.
- RPETG plastic is produced with 100% recycled/reclaimed material generated from the production of virgin PETG plastic for the medical industry.
- RPETG plastic can easily be recycled if it does not have adhesive. Parts made using RPETG with adhesive should be properly collected and converted into energy.



Do-It Hang Tabs & Other Plastics and Materials

- Do-It Corporation offers other plastic materials including HDPE, PP, PVC, and PET. Each material is used based on the customer's preference - matching the function of the part with the characteristics of the plastic type and the end usage.
- All the plastic materials and adhesives Do-It Corporation uses are deemed safe in consideration of SVHCs-REACH, RoHS, EU 94/62/EC, CA Prop. 65, CA TPP Act, CHCC, etc.
- Do-It Corporation also offers a non-plastic material option in our XTR Paperboard - which is 30% stronger than standard SBS paperboard. XTR Paperboard is sturdy and easy to use. XTR Paperboard hang tabs can be applied at the factory, contract packaging facility, or right in the store.





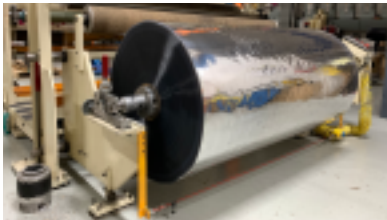
OF COURSE, DO-IT CORPORATION CARES ABOUT THE ENVIRONMENT

For over 50 years we have been helping companies all over the world redesign their packages and reduce the amount of materials in packages all while increasing their retail display options and increasing their sales.

When incorporated into the design of the package, hang tabs can help reduce the amount of materials used to professionally display a product in today's retail stores. Studies have shown that shoppers tend to avoid damaged packages so it's vital the package remains undamaged and attractive during the entire sales cycle of the product. This makes plastic so important to the sales success of many products.



Do-It purchases in volume, slits to specification and maintains work in process inventory to efficiently control and minimize waste.



Do-It Corporation reclaims and recycles all the scrap materials — such as plastic and liner paper — that are generated as a result of producing Do-It Hang Tabs. Do-It Corporation uses wood packaging (pallets) that has been heat treated and conform with ISPM-15.

At Do-It Corporation we take all environmental concerns seriously. We believe that it is our responsibility as solid corporate citizens to continually look for ways to lessen our carbon footprint on the environment. From product design, to manufacturing and recycling, we always strive to comply with or exceed the environmental requirements of our customers and all related governing agencies.

Do-It Corporation does not use Ozone Depleting Chemicals (ODCs) in our manufacturing process or in our office and factory as defined by the "1987 Montreal Protocol on Substances that Deplete the Ozone Layer - Annexes A-C" and "U.S. IRS Publication 510 and Regulations Section 52.4682-3(f)(6)."