

Hartz Gains Display Options With The R-GED Hang Tab From Do-It Corporation

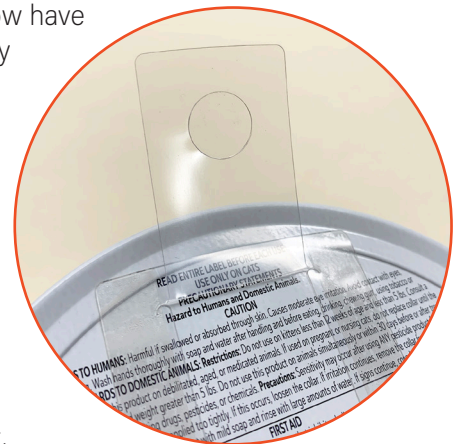


Do-It's R-GED, Round-Hole, Fold-Up Hang Tab is a simple, yet effective way to add merchandising display options to Hartz's UltraGuard ProMax Flea and Tick Collar tin container package.

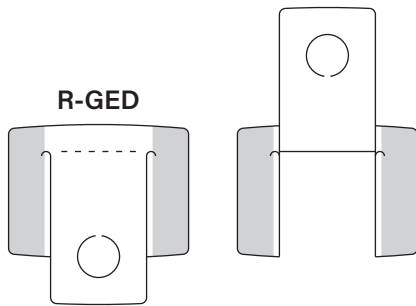
The R-GED provides display flexibility by giving retailers the option to hang the tin in various locations throughout the store.

The product arrives at stores with the Do-It R-GED Hang Tab securely attached to the back of the tin container.

Store personnel now have the option to simply fold up the hang tab and hang the product on a peg hook or retail display strip anywhere in the store. Hanging this product where customers have a greater chance of seeing it, increases impulse purchases.



The hang tab is placed on the back side, near the top of the tin container. The clear hang tab does not block any product information. With the hang tabs folded down during shipment, Hartz can continue to use their existing shipping cartons.



Do-It's R-GED Hang Tab stays folded down during shipment on the back of the Hartz UltraGuard ProMax Pet Collar tin package. In the store, personnel can decide to fold up the hang tab and hang the product on a peg hook or display strip anywhere in the store.