

Mela Water Uses Colorful Wobbler To Draw Attention To Its Watermelon Water



Recently, Mela Water wanted to develop a printed wobbler to help promote its Watermelon Water. The Mela Watermelon Water is packaged in a very colorful, eye-catching can and it was vital the wobbler encompassed the same visual qualities. Do-It Corporation's Design Services Area was up to the task. The Do-It PWB Wobblers were digitally printed and carefully color matched to Mela's packaging.

This wobbler is designed to easily slip into standard price channels. A strip of adhesive also allows store personnel to place the wobbler in locations that don't have a price channel. Just simply peel the adhesive and place the wobbler where needed. When the promotion is over the adhesive peels off easily and cleanly.

Once in place, the wobbler moves with any air flow — another way to draw attention to the product.



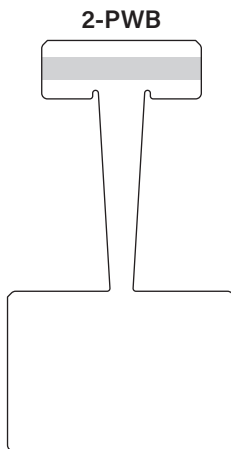
Do-It worked to match the vibrant colors of the Mela can on the wobbler.



The Do-It PWB Wobbler is designed to easily slip into standard price channels.



A strip of adhesive on the wobbler allows store personnel to place the wobbler in any store location.



Using point-of-purchase wobblers to promote your product in a store is a tried and true method of getting people's attention in any retail environment. Do-It's digital printing adds the extra quality to get noticed.