



## Penti Adds A Do-It R-52 Hang Tab To Give Its Garment Product Line Display Options

Penti, a garment manufacturer located in Turkiye, wanted to update the retail display options for several of its garment products. Do-It Corporation's R-52 Fold-Up Hook Hang Tab provides a simple, effective way to increase merchandising options for Penti.

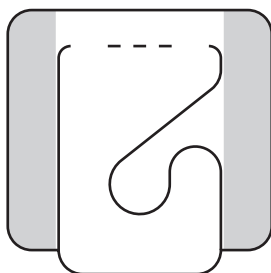
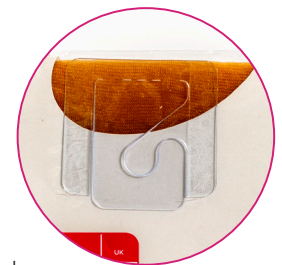
The R-52 hang tab is applied, folded down to the top edge of the back of the packages. At the store, the products can lie flat on a shelf or in a bin. If the store personnel would like to hang the product on a peg hook, they simply fold up the hang tab and hang the product vertically, face-forward, anywhere in the store. This gets the product noticed and increases impulse purchases.

Ideal for the garment industry, Do-It Hook Hang Tabs make selecting exact products quick and simple. For example, hook hang tabs are perfect when displaying more than one size or color of the same product on the same fixture. Customers can easily backshop by selecting products from any position on the retail display peg — without having to remove the front products on a peg hook.

In addition, the clear hang tab goes unnoticed on the package, does not block any key product information, contributes to a clean retail display appearance, and allows Penti to use the same master carton packaging.



**Do-It Corporation's proprietary adhesive adheres well to Penti's paper or shrink film packaging.**



R-52