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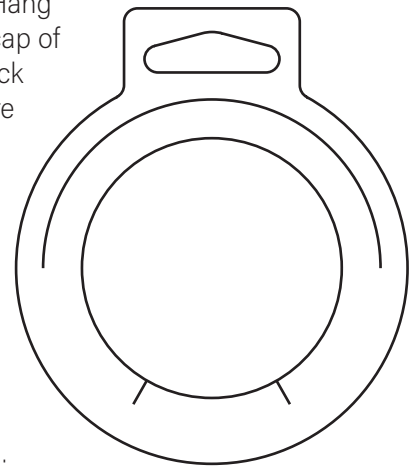
Do-It Hang Tab Gets SmartyKat's Catnip Off The Shelf And Hanging Where Customers See It — And Buy It!

Hanging round products is always a challenge. That's why when SmartyKat was looking to hang their 2 ounce jar of SmartyKat Catnip they looked to Do-It Corporation for a simple, effective solution.

Do-It's 2-BBD Bottle Neck Hang Tab fits snugly under the cap of the catnip jar. The bottle neck hang tab stays flat until store personnel decide to hang the product. They simply fold up the hang tab and hang the jar on a peg hook anywhere in the store.

The clear hang tab does not block any key information or distract attention away from the product — it is barely noticeable. And the size of the hang tab is small enough to allow SmartyKat to continue to use existing master carton packing for shipping the product.

Hanging products on peg hooks increases product visibility, raises brand awareness and creates additional merchandising opportunities. Hanging their SmartyKat Catnip where customers can see it will help to increase retail display flexibility and sales.



2-BBD