

Do-It Hang Tabs and Display Strips: A guide to retail sales emergencies

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When facing an emergency, nothing is worse than being in the position of not knowing what to do and not being prepared. The same can be experienced in a retail environment where emergencies such as a decrease in sales of a product, or ineffective promotions, occur. Pyrotec PackMedia's Do-It® Hang Tabs and Display Strips provide just the right response to in-store emergencies. Here are three in-store emergencies you may face:

When facing an emergency of poor sales, you may come across occurrences of little-to-no sales, little interest from customers and dusty products. Respond by attaching a Do-It® Hang Tab to your package and get the product up, off the shelf and hanging in the consumer's eye-zone.

If you face the emergency of broken packages and products ending up lying and kicked around on the floor, use the Do-It® Reinforcer Hang tab for immediate repair to the package and to be able to hang your product up once again.

Retailers may come across consumers not knowing about certain products or brands and sit with an emergency of a decrease in sales. One way to respond to this emergency is by using Do-It®'s Display Strips as these allow for cross-merchandising. Display Strips can be moved anywhere in store and can group complementary products together, such as hanging bottle openers on a Display Strip in the liquor aisle.

If you are facing any retail emergency, get in contact with Pyrotec PackMedia today on 021 787 9600 or do-it@pyrotec.co.za and let us assist you.



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