

# Get your product noticed in the busy festive season with Pyrotec PackMedia's Do-It Hang Tabs and Display Strips

Issued by [Pyrotec](#)

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Sight can be regarded as one of the most important forms of advertising when a consumer makes the decision to purchase a product. Often, consumers don't go for products lying flat on the bottom shelf, mainly because these are not seen; whilst other products that are located higher up on shelves and face-forward get purchased because this is the "eye-zone" of the consumer.



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As we draw closer to the end of the year and enter the festive season, many consumers are hitting the shops and if your product is the one lying flat and at the bottom of the shelf, don't expect many sales.

During this season, suppliers want their products to be seen, especially those in the gifting industry. The best way to ensure that your products do not go unnoticed is by contacting Pyrotec PackMedia and ordering our Do-It® Hang Tabs and Display Strips. Our Hang Tabs can be applied immediately to products allowing to be hung up at any level on the shelf. Cross-merchandising is made possible with our Display Strips by placing gift bags in the liquor aisle; providing an added benefit of saving consumers the time of having to go and search for suitable gifting.

Contact Pyrotec PackMedia today on 021 787 9600 or [do-it@pyrotec.co.za](mailto:do-it@pyrotec.co.za) to find out more about our range of Hang Tabs and Display Strips and how you can improve your sales over this festive season!



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