

# Do-It merchandising solutions - Making your product visible

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Do-It® Hang Tabs, offered by Pyrotec PackMedia, are plastic, self-adhesive merchandise display hangers that can turn almost any packaging into a peg-ready product. That means that your product, depending on its weight, can be hung up anywhere in a retail environment. Hang tabs and display strips offer many ways to help your brand increase sales as well as offering a pleasant, convenient experience for consumers.

## Impulse sales are huge

Impulse sales form a big part of retail sales. Many consumers may buy your product because they see it and take an instant liking to it, even though they may not have a need for it.

The key to impulse buying is having products at a place on shelves where they will be seen and bought. Do-It® Hang Tabs take your products that are lying flat on shelves and get them hanging where consumers can see them.

## Senses play an important role in shopping

For many people, physically going into a store is a satisfying experience where all senses are used to purchase a product.

Besides touching a product to feel its quality or smelling different fragrances, sight becomes even more important. As the saying goes, “out of sight, out of mind,” - if your product is not seen, consumers won't be aware of it and ultimately it won't be bought.



## Location



The location of your product will determine its success. The best place to locate your products will be in the eye-zone of consumers where it can be seen.

Retailers will often want to cross-merchandise by having complementary products located in one aisle. Do-It® Display Strips easily promote products by placing complementary products side by side.

## Easy does it

Consumers appreciate being able to select and remove the products that they want off retail displays without having to fight with the display.

Do-It® Hook Hang Tabs, for example, allow products to be hung in such a way that allows the shopper to select any product off the display, whether it is hanging in front or way at the back.

With Do-It® Hang Tabs from Pyrotec PackMedia, you cannot go wrong! To find out more information on our Do-It® range of merchandising solutions, contact us today on 021 787 9600 or [do-it@pyrotec.co.za](mailto:do-it@pyrotec.co.za).

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#### **Pyrotec**



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