

Enhance your packaging with Pyrotec PackMedia's range of Do-It Hang Tabs

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Packaging has evolved from a purely functional means intended to convey vital information and protect the product to playing a key roleplayer in a consumer's buying decision as well as a manufacturer or retailer's chance of selling a product.



In order to sell a product successfully, brand owners should ensure that their products are well packaged and have a prominent presence in-store. The packaging needs to be eye-catching and also placed in the eye-zone of consumers.

How, then, do brand managers ensure this prominence?

The answer lies in a simple and effective solution - the addition of a hang tab to the packaging. Do-It® Hang Tabs from Pyrotec PackMedia are plastic, self-adhesive merchandising display hangers which can turn almost any packaging into a peg-ready product.

Putting your product on a peg catches the scanning eye of the customer far more effectively than does a stack of goods on a shelf. A pegged product also presents the entire 'face' of the product to the consumer, not only getting their attention but letting them make an informed choice through self-service - the product can be removed from the peg, the information can be scanned and easily put back onto the peg. Peggable products also allow retailers to restock and shuffle products around the store easily.



Give your product a boost by adding Do-It® Hang Tabs to enable quick and easy vertical merchandising in-store. Contact us today (021 787 9600/do-it@pyrotec.co.za) to find out more.

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