Get your brand noticed with Do-It Hang Tabs and Display Strips from Pyrotec PackMedia

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There are several factors to consider in ensuring that your products get noticed in stores. Combining the following four tips with the use of Do-It®'s Hang Tabs and Display Strips from Pyrotec PackMedia will assist you in giving your brand the best possible chance of attracting the attention of your customers.

- **#1 - Cater for the impulse buyer**
  Purchasing decisions are often made in store. Take advantage of this by placing your products near to check-out points.

- **#2 - Place your products in a good location**
  A good location to place your products would be in the eye-zone of the customer. This increases the chances of your product being seen and bought.

- **#3 - Ensure that your product faces consumers**
  The largest dimension of your product needs to face the shopper. The face of the product is what advertises the product to consumers who pass by.

- **#4 - Keep in mind the power of sight**

  While all five senses play a role in the purchasing process, sight remains the most important. Simply put: products that are well-packaged and visible on store shelves have a better chance of being purchased.

Using Do-It® Hang Tabs and Display Strips with your product helps to ensure that all of these tips are achieved. Pyrotec PackMedia offers a range of hang tabs to suit the design of your product; get in touch with us now on 021 787 9600 or do-it@pyrotec.co.za to find out how you can get your product noticed.

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Pyrotec

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