

# Hang Tabs 101

## *An Introduction To Do-It Hang Tabs*



Shoppers today spend **55%** less time shopping than 30 years ago.

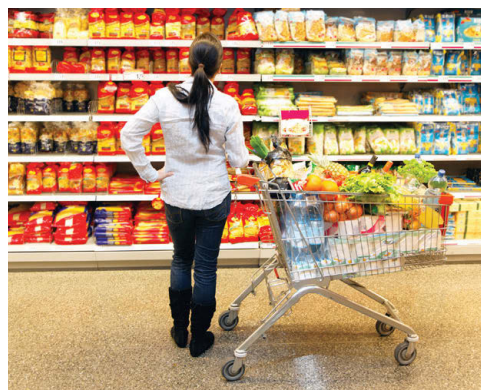
Does your product packaging allow for different merchandising options?



Is your product getting noticed in the busy retail environment?



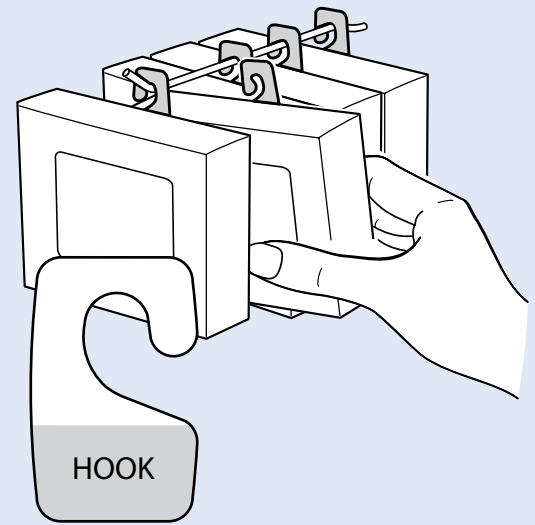
**70%** of Retail Sales are Impulse Purchases



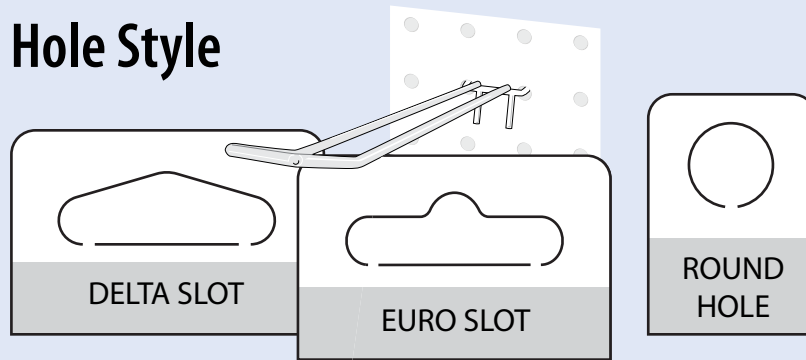
Being  
**UNSEEN** =  
Being  
**UNSOLD!**



# Selecting The Right Hang Tabs

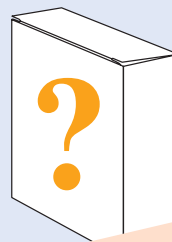


## 1 Hole Style



## 2 Package Size and Weight

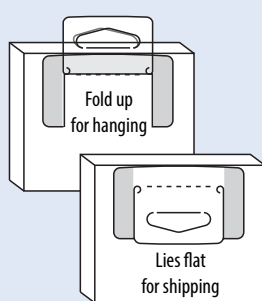
The package size and weight determine the size of the hang tab. Reference the information box in the Do-It Hang Tab Product Guide to see the recommended maximum display weight for each style.



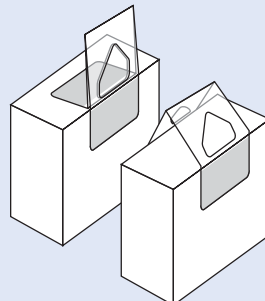
R-J27	Imperial	Metric
Gauge:	10 mil	254 µ
Dimensions (W x H):	.75 x 1.125in	19.1 x 28.6mm
Format:	9M / roll	
Package:	6 x 15.5in roll	15.2 x 39.4cm
Master Carton Quantity:	45M (5 rolls)	
Master Carton Weight:	29lb	13.2kg
Recommended Product Display Weight:	10oz	283g

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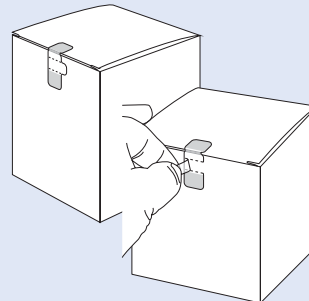
## 3 Special Purpose Hang Tabs



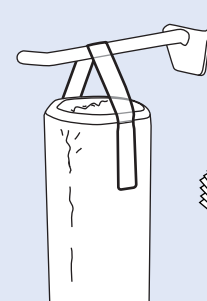
FOLD-UP



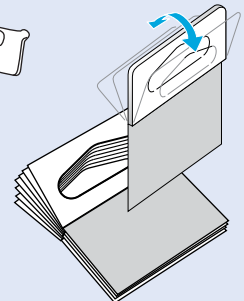
HEAVY DUTY



SECURITY SEAL



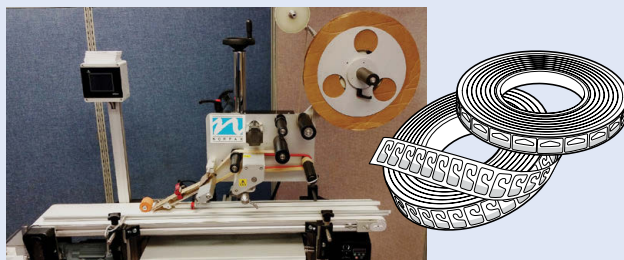
CYLINDER



FLEXI™TAB

## 4 Format

Roll Form for automatic and hand application.

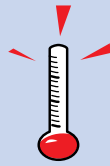


Loose Piece, Sheeted and StaxPad for hand application.



# Keys to Successful Hang Tab Performance

- 1 Apply to a clean, dry, contaminate-free surface.
- 2 Apply and use in optimal temperature performance range 60°–90° F (15°–32° C).
- 3 Application location – generally the backside of the product package is the best location for attaching the hang tab.



## Contamination

Contamination of the adhesive area is one of most likely reasons for bad hang tab performance and can happen in a number of different ways. These include:

Dust/Dirt



Silicone



Grease/Oil



Moisture



Cleaners



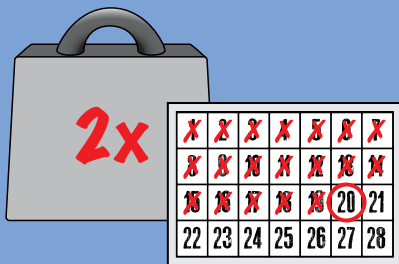
Coatings



## Hang Tab Testing

We recommend testing our hang tabs for their intended use and desired performance.

### 2x the Weight Test



(Package Weight x 2)  
+ 20 Days  
**SUCCESS!**

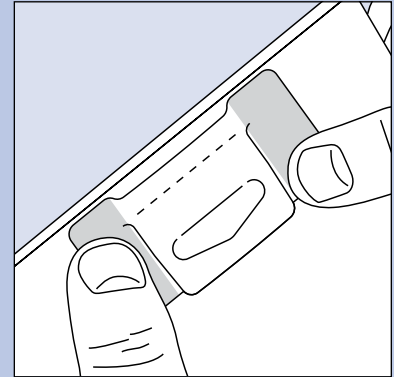
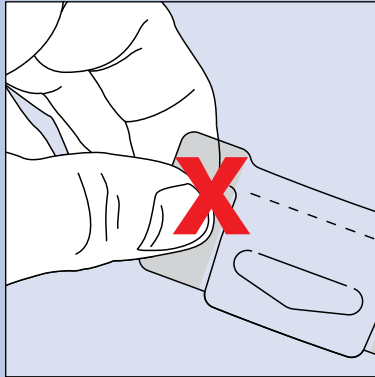
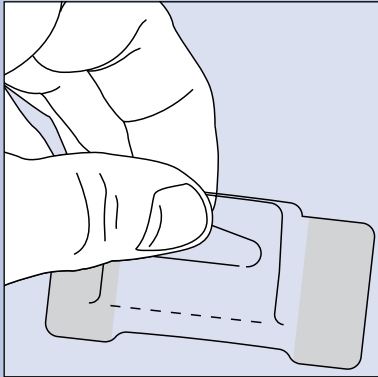
- 1 Apply the hang tab on to the product and let it set (wet-out\*) for 24 hours.
- 2 Double the weight of the product and hang for 20 days.
- 3 If the product is still hanging after 20 days, it should hang in a store environment for a minimum of 6 months.

\*When a hang tab is applied, pressure should be applied to begin the “wet-out” process. After approximately 24 hours, the adhesive will gain 2-3 times the initial tack bonding strength.



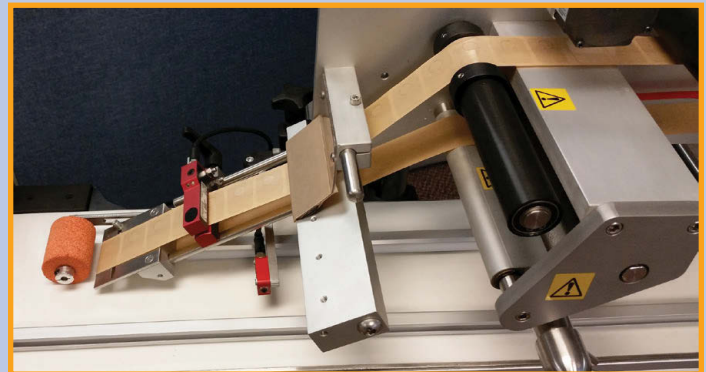
# Hang Tab Application

All hang tab formats can be applied by hand. Simply remove the hang tab from the liner—exposing the adhesive. Be careful not to touch the exposed adhesive, as this will reduce the bonding strength. Place the hang tab on product package and add pressure to the adhesive area.



Roll form hang tabs can be applied automatically at speeds of 80–100 per minute using modified label application equipment. The most important modifications include:

- larger unwind area to handle up to 16 inch (40 cm) outer diameter rolls
- smooth web path to the peel plate (beak)—no sharp turns
- radius on peel plate (beak) edge
- sensor that can read clear materials
- added roller to apply pressure on hang tab on product package



## Environmental and Material Safety

Using hang tabs can reduce the packaging materials required to professionally display products in retail stores. Reducing packaging reduces waste and starts an environmental chain reaction throughout the package life. Smaller packages need smaller master cartons, less energy for transport, etc.

The plastic and adhesive materials used do not contain any of the chemicals/substances defined by the Registration Evaluation Authorization and Restriction of Chemicals (REACH), as substances of very high concern (SVHCs). These hang tab materials do not contain unacceptable levels of lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls, and polybrominated diphenyl ethers as defined by the Restriction of Hazardous Substances (RoHS). Therefore they conform with directives 2002/95/EC and 2011/65/EU.

