CASE STUDY



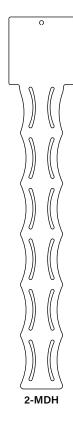


WD-40 Teams Up With Do-It Corporation to Create Printed Merchandising Strip

Do-It provided WD-40 with an eye-catching method of displaying its cans of #1 selling spray lubricant.

The MDH merchandising strip hangs six 5 oz. spray cans. Printed with WD-40 branding and vibrant colors, the strip makes a strong visual impact.

This moveable display allows retailers to cross-merchandise cans of WD-40 in a variety of places: the tool section, automotive, or check-out. Look for this strip in a store near you. It should be easy to notice!





The MDH bandolier strip is easy to load.

