



Jim Beam Looks to Drive Up It Sales Using Do-It Corporation Bottle Neck Hang Tab Containing Free Golf Tees



As spring arrived, Jim Beam wanted to promote its Black Extra-Aged Bourbon by giving customers a set of custom printed golf tees. Do-It Corporation's 2-DEH Bottle Neck Hang Tab was the ideal method of attaching the golf tees to the 750 ml bottle.

Do-It's DEH Bottle Neck Hang Tab encloses the golf tees inside the box portion of the hang tab. The bottle neck hang tab is designed to then easily slip over the neck of the bottle. The tees are secure in the box and the necker holds tightly to the bottle.

The clear box was digitally printed with a Jim Beam Black logo — similar to the printing on the golf tee.

In addition, Do-It Corporation's Contract Packaging Area folded each box and filled them with "Jim Beam" printed golf tees.



2-DEH

