

## “Which Clip Strip® is right for me?”

A successful Clip Strip® program depends on a number of factors:

**the physical requirements of your package for an attractive display** and the **expectations of the retail operation(s)** that will be displaying your strip in their stores.

### **Your Customer’s Expectations:**

Your Customer (usually the retailer) will let you know how many Clip Strips® of your product they are willing to accept per location. They may well suggest or request **12 per strip or a 6 per strip** configuration and whether they will require a **header** (a rectangular area at the top of the strip for labels), or not. They will also let you know if they expect the strip to arrive **pre-loaded** (ready to be removed from the carton and hung by the s-hook) or if they are willing to **load the strip at the store** and all you would have to do is include the Clip Strip® and s-hook in your carton with your merchandise. In some cases (usually with metal Clip Strips®), the installation of the strip is more permanent and either the store employees or you, or someone you hire will be responsible for maintaining stock on the strip.

### **Packaging Considerations:**

Many people contact Clip Strip™ asking if we carry a “12-position strip.” We say “we do” and they reply, “Fine, how much would 1,000 of them cost me?” Unfortunately, the selection of the “right strip” is a bit more involved than that.

The point is to display your product as attractively as possible and thus generate sales for the retailer and of course, for you. We offer a range of strips because packaging can vary a great deal. In order for us to help you get the best strip match for your merchandise we need to know something about the packaging you use. Here are some key factors:

**Overall size:** Height, Width and Thickness

**Thickness:** Is the thickness uniform or does it vary?

If it varies, where is it the thickest (usually at the bottom)?

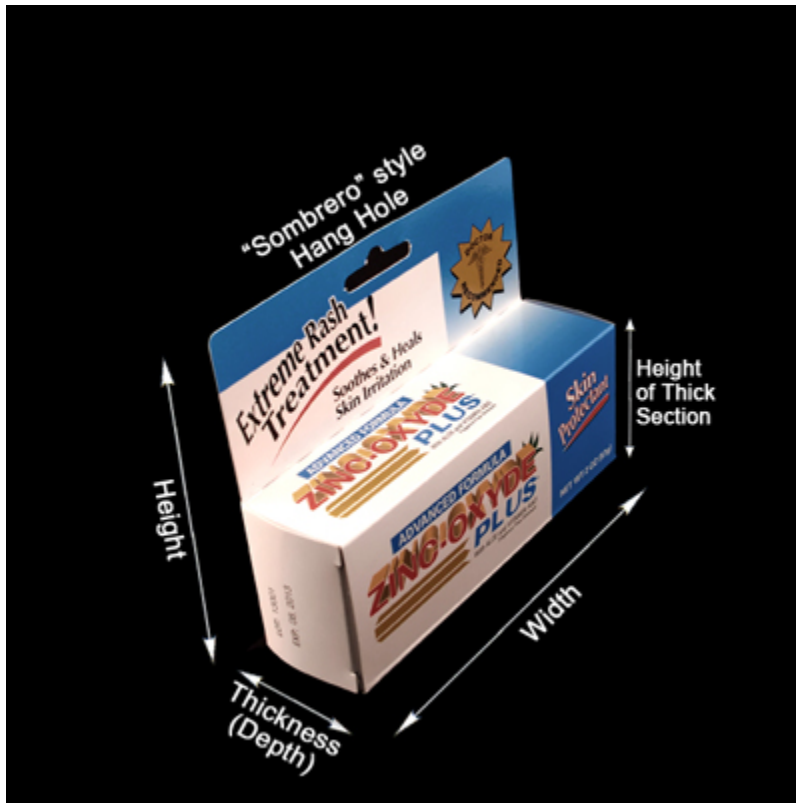
The dimensions of the thick and the thin part of the package.

**Hang hole:** Does your package have a hole to hang it off a strip or peghook?

**Type of hang hole:** Round, Triangular, “Sombrero,” Extended Oval

**Weight:** Weight of each package

**Type of Packaging:** Blister Pack, Polybag with a fold-over header, Clamshell, Cardstock, etc.



**No Packaging:** sometimes there is no packaging. It could be a tube of sun-block cream or a bottle of lens cleaning solution. In these types of situations a custom strip may be required (such as a “bandoleer” strip) or hang tabs in combination with a standard strip may be the best solution.

**The Right Clip Strip®:**

Having the above information available to share with us can be invaluable in helping select the best strip solution for your needs. Unless there is simply no time available, we will send you free samples of our selected strip(s) for your evaluation (free of charge). You can also send us samples of your packaged merchandise for testing at our facilities.

Either way, it is important that Clip Strip® and product are tested together prior to shipment to stores. Thus, everyone avoids the embarrassment of product falling to the floor or an unattractive display that may in fact, turn buyers away from your products and detract from the look that the retailer wishes to project to his customers.

**And More...**

For those who need it, we can also offer some guidance with regard to how to load strips properly, finding the right carton and other packaging materials/techniques to help your Clip Strip® program be successful!