



How To Correctly Hand-Apply Hang Tabs



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Clip Strip Corp. hang tabs (sometimes called hang tags) are used to aid in product merchandising on a variety of display hooks and Clip Strip® Merchandisers. Metal and/or plastic hooks are used on slat-wall, pegboard, grid wall, as well as corrugated displays and other retail display fixtures that require packaging with hang holes. Most plastic and metal Clip Strip® Brand Merchandising Strips (as well as off-brand display strips) require hang holes as well to display merchandise properly. If your packaging does not have a built-in hang hole, using hang tabs is an easy way to take advantage of these great selling tools.

If you are hand-applying hang tabs, it is important to attach them correctly in order to get the best results.

Below are six simple tips to get the most from your hang tabs:

1. **A clean surface area.** When affixing a hang tab, ensure that the product package is clean and moisture free.
2. **Room conditions are a factor.** Apply hang tabs in rooms that are not only clean but where the temperature is between 60°-90° F (15°-32° C).
3. **Avoid touching the adhesive area.** The human body contains oils and other contaminants that can weaken the adhesive and cause the hang tab to weaken its grip on your packaging. Make sure that the adhesive comes in contact with the target area only.
4. **Quick application.** Try to apply the hang tab as soon as you peel it off the backer and apply it with pressure to get maximum bonding power. The pressure will activate the adhesive.
5. **Timing on Final Usage.** Whenever possible, give 1 to 2 days for maximum bonding to occur before use on a retail display. This time frame creates the optimal bond which is 2 to 3 times stronger than the initial bond.
6. **Think about a Balanced Presentation.** More often than not, a balanced, straight-hanging package makes the best presentation. So, when placing the hang tab on your package, make sure to place it where the weight is equally distributed on either side of it. On a symmetrical package, that would be dead center. Sometimes the hang tab has to be off-center in order for the package to hang evenly. Test one until you find just the right spot.

HOLD PART IN
NON-ADHESIVE AREA.



AVOID TOUCHING
EXPOSED ADHESIVE.



APPLY PRESSURE TO ADHESIVE.



USE A JIG FOR CONSISTENT PLACEMENT.

For further assistance please contact us @ info@clipstrip.com
or call 1-800-4-CLIP-STRIP (1-800-425-4778)