Hang tag printing draws attention to your products

Professional retailers understand the power of full color hang tags for reinforcing your brand and adding a professional touch. Typically associated with clothing retailers, hang tags can be used to show customers what the products will look like when worn. To make sure you get the most out of hang tags, keep these important tips in mind.

Professional photography Remember, hang tags are designed to show how clothes or other items will look while in use. This means you should use photographs with your products in action. When done well, professional photography will help the customers see themselves using your products, which translates to higher sales.

Branding Get your logo on your hang tags. No other image encapsulates your company's brand like your logo, so make sure you print this on your hang tags. Some companies only print their logo on their hang tags and skip the photography altogether.

Full color Don't skimp on color unless this is an integral part of your brand. Full color will grab more attention and connect with your customers on a deeper level than simple black and white.

Both sides Using both sides can also help sell more product. Use the front of your hang tags to show the customer your products in use and the back to give them more information. Are you a "green" company? Make sure to remind them on the hang tags! The extra information can go a long way in helping your customers feel good about their purchase.

Hang tags take your product image up a notch and give you the opportunity to show customers the product in use. You also get the chance to reinforce your brand. With Connolly Printing, you can get all the advantages that hang tags offer without sacrificing quality or breaking your bank

- Four standard sizes, include a single drilled hole
- Full color printing on one or both sides
- Option to custom trim to size (minimum 2" x 2")
- Turnaround: Hang Tags usually ship from our facility within 2 - 5 business days.
- **AFL-CIO Union Labels:** On all political orders unless otherwise requested. Available on other orders by request.

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