

TALIPON 7122415
TALIPON AM TOBACCO

copy for Mr. P. Weston

MAKHYAN TOB. CO.

PETI SURAT 187,
178-3, JALAN SUNGAI BESI,
KUALA LUMPUR

5th October, 1972

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STRICTLY PRIVATE & CONFIDENTIAL
PLW/FAN

A.M.S. Elliot, Esq.,
Westminster House,
7, Millbank,
LONDON SW1P 3JE

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My dear Tony,

PRODUCT DEVELOPMENT IN
THE B-A.T. GROUP

Thank you for your letter of the 28th September.
I am also acknowledging Dr. Fordyce's circular to No.1's
of Associated Companies on the same subject.

We feel handicapped by insufficient technical
knowledge of cigarette products and, therefore, welcome
the additional information emanating from the Product De-
velopment Laboratory working under R & D Southampton.
We hope this information and the literature originating from
the Product Development Laboratory will be written in a
form that can be easily understood by non-technical people.
We wish to circularise this information as widely as possible,
commensurate with the confidential nature of the informa-
tion itself so as to increase the awareness amongst Managers
of the importance of the product itself.

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A.M.S.Elliot, Esq.,

5th October, 1972

The forthcoming two-day seminar at Southampton and the question of Product Development is of great interest to us, and we hope that similar seminars will be held fairly frequently in the years ahead, so that we can arrange for Managers to attend these when they are in U.K. either on leave or attending other training courses.

I would suggest that all information on the subject of Product Development addressed to this Company should be sent to Mr. G.H.D. Watson. He will *✓sted* arrange to circularise this information, and for it to return to the Product Development Group within M.T.C. In this way the widest possible use can be made of the knowledge you send to us.

With kind regards,

Yours sincerely,



(P. L. Wright)

c.c. Dr. W.B. Fordyce, Millbank
" G.H.D. Watson, Esq.,

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