



B.A.T (U.K. and Export) Limited

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BY FAX

VB/sh

3rd April 1992

Mr Joe Dysart
Imperial Tobacco
MONTREAL

Fax No: 0101 514 932 9586

Dear Mr Dysart

REF: PROJECT DANIELS

Further to our telephone conversation earlier this week, I would like to confirm the following:

1. We would like you to produce on our behalf 300 each of the merchandising and awareness units. These should be in the gold-reflective acrylic material as per the samples which you sent to us. The vacuum formed tray in the awareness unit should be in dark blue. Under separate cover I am sending you a colour swatch to match. I understand that the approximate cost of these units will be:

Merchandising Unit Canadian \$ 25.00 each

Awareness Unit Canadian \$ 10.00 each

I would be grateful if you could confirm the exact costs and anticipated production time as soon as possible in order that I can raise an official purchase order.

2. As agreed please could you forward to me, by fax initially and then a colour print from the films, copies of the POS items previously produced for this brand.

I understand that we will have to continue to use this design, as the components of the design are basic pack elements/colours and these have not changed since 1983. I would be grateful if you could confirm whether we would be able to change the message in the "flash" to perhaps "Made in England" or "Imported from England".

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A Member of the B.A.T. Industries Group

Regd. Office: Millbank, Knowle Green, Staines TW18 1DY. Incorporated in London No. 239762

BATCo document for Province of British Columbia 20 April 1999



BAT (U.K. and Export) Limited
Woking

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We are likely to require 500 each of shelf talkers and shelf arrows. I assume that we would have to use the same elements from the shelf talker for the shelf arrow - please could you confirm this.

Many thanks for all your help and I will talk to you again on my return from leave.

Sylvia Hayes

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