



BAT (U.K. and Export) Limited
Woking

VB/sh

12th March 1992

To: Wazir Alam
IBM BAT Co

From: Vivien Becher

REF: SEFK FOR CANADA (PROJECT DANIELS)

Due to legal constraints, we are very limited in the POS items available for use on the Domestic market. On Imperial Tobacco's advice, we will be utilising display units (unbranded), shelf strips and shelf arrows. The last two items can currently be branded, however we are anxious to incorporate within the branded design an element which could still be used if these items had to be non-branded but would continue as a brand identifier.

Although in some Middle East markets the "sunburst" has been used for a number of years on non-branded material (see attached), we feel that the branded version of the design lacks strength. A copy of our preferred design - in both branded and non-branded versions - is attached and we would be grateful for your approval of this as soon as possible.

Regards

VIVIEN BECHER

cc: S E Facey

Encs

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