



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

Export House Woking Surrey GU21 1YB England

Telephone 0483 757555  
Telex 859101 BATUKE G  
Fax 0483 756100  
Telegraphic Address EXPORT WOKING

VB/sh

19th February 1992

Fax To: Mr J Dysart  
Display Advertising Manager  
Imperial Tobacco, Montreal

Fax No: 0101 514 932 3721

From: Vivien Becher  
Marketing Department

REF: PROJECT DANIELS

Many thanks for forwarding to Stuart Facey the two display units which we received in January - I apologise for not acknowledging receipt earlier.

I would be grateful if you could clarify a few points:-

1. Am I correct in assuming that the smaller unit with the vacuum formed insert is a cash register unit? Does this sit on top of the cash register?
2. With regard to the counter unit, please could you advise how the unit "works"/is used. Is it purely for display and therefore the clear semi-rigid PVC stops the packs from falling over? Or, is it used as a dispenser? Also is there any branding element e.g. header card, sticker etc?

As discussed during Dick Brentnall's visit to Canada, we will be preparing designs/artwork for all the branded items and will forward them to enable you to produce these on our behalf.

Regards

VIVIEN BECHER

301637342

A Member of the B.A.T. Industries Group  
Regd. Office: Millbank, Knowle Green, Staines TW18 1DY. Incorporated in London No. 239762