



BAT (UK and Export) Limited
Woking

VB/sh

30th January 1992

To: Paul Hastrup
IBM, BATCo

From: Vivien Becher

REF: PROJECT DANIELS (CANADA)

Subsequent to your approval in November last year of the 20s pack design, we have been advised by Imperial Tobacco that the wording "20 Cigarettes" must appear on the front and back panels of the pack.

Attached is a b/w copy of our preferred design incorporating this wording. This is based on the EEC design with the reduced size sunburst. Unfortunately there is insufficient space between the sunburst and the health warning to print the wording in the required size.

I would appreciate your approval of the attached as early as possible next week as we need to progress this urgently.

Regards

A handwritten signature in cursive script, appearing to read 'Vivien', written over a horizontal line.

VIVIEN BECHER

cc: S E Facey

Enc

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