



INTERNAL CORRESPONDENCE

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FROM: L. C. Lanham/cal

DATE: August 31, 1983

SUBJECT: Export Packaging Requirements - Balance of 1983

At a meeting yesterday, August 30th with Messrs. Wisner, Raphael and Telling the following packaging strategies were determined.

KENT G'LTS - NEW GOLD DESIGN

1. Kent G'LTS 100's labels and cartons in the new design must be in Petersburg by week beginning October 10th for mid-October manufacture and shipment to Kuwait.
 - a. Printing colors on the current Kent G'LTS Arab closure (42-793(A)) should be inverted to assure compatability with new design (e.g. will print gold copy on blue background).
2. Initiation of the new pack test may be delayed by several weeks to allow for the sell out of the old label design inventories.
3. In-market package research will be deferred until end of January, 1984.
4. Considering revised timings of the Kent G'LTS 100's package test the new KSF and Box styles should be developed through film stage only.

NOTE: Films will be required for the following styles:

Kent G'LTS FTK SC	G.E. W/C and N/C
Kent G'LTS Box	G.E. N/C only
Kent G'LTS 100's	G.E. W/C

This will enable new design materials to be printed for both General Export and U.S. Caution Notice markets in a four (4) week turnaround period once cleared by management.

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FALCON KSF SC (GENERAL EXPORT STYLE ONLY)

Packaging for this brand style (i.e. an addition to the initial Box 80 product) must be available in Petersburg by October 24th. Preliminary orders for shipment to Singapore the first week of November are anticipated promptly.

MESSRS. LLEWELLYN AND TELLING

Please request STC to advise quantities and packaging type (i.e. G.E., EUSA, SDNP or BKKDFS) as soon as possible.

At this time no other requirements for this brand style/packing have been advised.

KOOL SUPER LIGHTS - KSF AND 100'S

Currently this brand is exclusively available for Japan having been discontinued as a General Export product. Strategy now requires that packaging materials for the Singapore and Malaysia Domestic Markets (both special copy areas), in both styles be developed as soon as possible.

MESSRS. NEFF AND TUCKER

Since Japan uses a General Export 200's carton, which is suitable for the markets referenced above, only labels will need to be printed. If green is printed over the silver, we can probably develop these labels with only one (1) cylinder change.

MESSRS. LLEWELLYN AND TELLING

Packaging should be ready by mid-October. We will need volume projections and firm orders from STC and MTC as soon as possible.

KOOL LIGHTS - SINGAPORE

STC will discontinue this brand style since strategy will focus on Kool Super Lights as the low tar entry in Southeast Asia.

MESSRS. TUCKER AND TALLEY

There will be a continuing General Export requirement for Kool Lights since this brand style is scheduled for introduction to Iceland. (NOTE: The current B&W/BAT Icelandic closure should be used.)

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KENT PACKAGING 1984

1. Deletion of Kent Micronite "Patent" copy from all Kent labels (not used on 200's cartons) will not be initiated until early 1984 and will be budgeted (e.g. roughly \$50M plus for export labels only; no licensee materials included) accordingly. The change will be "phased" into Kent packaging to avoid additional costs.

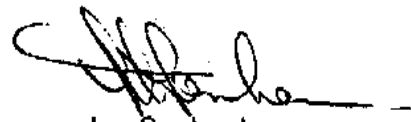
NOTE: Firm timing to be determined.

2. Kent Parent "Gold" Packaging

The current Kent parent Gold DL product represents approximately 8% of total Kent export/contract sales in Europe (Base January - July, 1983). It is particularly strong in the East Bloc markets and in the United Kingdom; its weakest share is in the Scandinavian area. In early 1984 this label/carton will be changed to the new smooth gold (no pin stripe) design for all current markets; this will impact export shipments both in Petersburg and ex-Benelux.

NOTE: Timing to be advised by Glenn Raphael.

The Kent parent "white pack" styles in Europe will continue intact and not change to the gold design as heretofore understood.


L. C. Lanham

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