

Bus.

MEMORANDUM

The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.

DATE	December 12, 1978
TO	Mr. H. W. Bahrenburg, Product Manager
FROM	Miss V. Puleo, Point-of-Purchase and Graphic Arts, Purchasing
REF	CARLTON Vinyl King Size Bus Posters

We are furnishing you with a comparison of costs for CARLTON Vinyl Posters, screened on a 4 ml. vinyl versus 3 ml. Stacal #730-110 (opaque vinyl) as follows:

7119 - Posters - Flexcon 4 ml. Vinyl	
@ \$5.33 each	\$37,944.27
7119 - Posters - 3 ml. Stacal #730-110	
@ \$12.25 each	\$87,207.75

We have also checked the possibility of undercoating the 4 ml. vinyl. We have found that to undercoat with a coat of white ink, or even three coats of white ink, does not correct the "see through" problem. However, we can undercoat with a silver and a white for a total block out, but it leaves a grey tint.

The additional cost for undercoating a silver and white would be \$2.60 per poster.

We have sample swatches in our possession, if you would like to see them.

As per your instructions, we are proceeding with production of CARLTON on Flexcon's 4 ml. Vinyl. We shall furnish you with the necessary delivery schedule.



JM