

APK/AJG

7 June 1993

Mr Jonathan Kuhnel
Kuhnel Creative Print
Harneford Avenue
Ossett
West Yorkshire

Dear Jonathan

Operation Bob - O/No. 2982

To confirm our conversations. We are having continual problems with our sheets once they have been silver latexed by yourselves. After sorting through the returned sheets the following faults are appearing:-

- 1) Sheets without silver latex.
- 2) Set off
- 3) Image showing through silver latex.
- 4) Poorly shrinkwrapped pallets causing creasing of the sheets plus sheets sliding off the pallet in transit.

Because of the above faults, every sheet has to be sorted which is obviously a very time consuming and costly task. We will keep you informed with our progress.

Yours sincerely

A P Keeble
Senior Account Executive



CHORLEYS

PS/AMH

Mr Alan Roman
Shell U.K. Limited
Shell-Mex House
Strand
LONDON
WC2R ODX

Dear Alan

Confirming our conversations at the meeting this morning. You are happy with our production and security procedures, and are fully aware of the problems concerning the latex. You have agreed there may be instances where two or three blanks may be evident in occasional boxes.

We will endeavour to complete the distribution quantity of 9.4 million by 12 noon Tuesday 15th June so that they can be uplifted and with Carrington by 3pm. This will allow you to do just one distribution of the full amount. The remaining boxes can be delivered to you by the end of the week ie. Friday 18th June.

I would confirm that we have at 12 noon today 8,700 boxes available for collection as per our revised schedule, giving you 5 million copies, 10,000 cartons in total to date.

I will keep you advised as to our progress over the weekend and of course you have my car and home phone number should you need to contact me.

If I can be of any further assistance, please do not hesitate to contact me.

Yours sincerely

P. Simpson
Joint Works Manager

WEB AND
SHEET PRINT



IN-LINE
PRODUCTS



COMPUTER
BUREAU



DIRECT MAIL



SECURITY
PRODUCTS

CHORLEY & PICKERSHILL LTD

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Cross Gates
Leeds LS14 8AH
England
Telephone 0534 648851
Facsimile
0534 648851 (general)
0534 280378 (direct mail)

Registered Office
Wakefield Road
Leeds LS10 1DU
Registered in England
Number 198000

Winklers

A member company of John Widdington PLC

6930

APK/AGG

7 June 1993

Mr Andrew Keeble
AS Screenprint Ltd
Unit 11
Longford Trading Estate
Thomas Street
Stretford
Manchester M32 0HX

Dear Andrew

Operation Bob - O/No. 2982

To confirm our conversations. We are having continual problems with our sheets once they have been silver latexed by yourselves. After sorting through the returned sheets the following faults are appearing:-

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Yours sincerely

A P Keeble
Senior Account Executive

6936



JAW/SM

10 June 1993

Mr A Roman
Shell U.K.
Shell-Mex House
The Strand
LONDON
WC2R ODX

Dear Alan

Operation Box

WEB AND
SHEET PRINT

IN-LINE
PRODUCTS

COMPUTER
BUREAU

DIRECT MAIL

SECURITY
PRODUCTS

I am sorry to have to confirm to you the details of this morning's telephone conversation. Delays have been encountered on production, firstly, as explained previously, because of the complexity and difficulty of the cartonmaking. Secondly, we have had problems with our sub-contractors who have silver latexed the printed sheets.

Whilst First, Second and Third Prize Winners are 100% in terms of quality, the bulk of the job i.e. those with 4th Prize Winners (Posters), has shown an occasional blank sheet, that is printed but not latexed. Because of this, we have instituted a more rigorous sorting procedure which has slowed down our efforts.

On the basis that we continue to sort in this way, we would have available for collection by noon tomorrow (11/6) 6,500 boxes and would then produce approximately a further 2,500 boxes per day.

If it were possible for you to permit the occasional unlatexed 4th Prize Winner to be included within the box, we would then be able to have available by noon tomorrow (11/6) 10,000 completed boxes with the balance delivered by 8 a.m. Wednesday 16th June (interim deliveries could be made).

We would respectfully remind you that cartons supplied to us were 2 days later than expected and this would in any case have lead, as indicated previously, to a delay in completing supplies.

We look forward to your further instructions, and in the meantime have taken up most strongly with our suppliers the cost implications of their production difficulties.

Yours sincerely,

6937

J A Wells
Managing Director

CHORLEY & PICKERSOILL LTD

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Cross Gates
Leeds LS15 8AU
England
Telephone 0532 849861
Facsimile
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Registered in England
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Waddington

A member company of John Waddington PLC

712. Can for ref. 1.

Shell U.K. Administrative Services



Shell-Mex House Strand London WC2R 0DX

Mr J Wells
Chorley & Pickersgill Ltd
Sandreas Way
Marston Lane
Crown Gates
Leeds LS15 8AH

Telephone 071-257 7759 direct line
or 071-257 3000 switchboard
Telex 22565 Shell G
Fax group I: 071-257 direct line
Fax group II: 071-257 3920
Telecom Gold 81-SUK 001
our ref UAXR/2
your ref
date 29 June 1993

Dear Mr Wells

WIN A GAME BOY LEAFLET

I have been trying for well over a week now to retrieve the artwork for the above leaflet. I have spoken to both Chris Hallet and Paul Simpson who are obviously having a problem locating it. As a security printer with BS 5750 I find this hard to believe. Perhaps you can help.

We are also now receiving numerous complaints from our retailers as to the quality of the latexing. We have in our possession a whole box where the poster design can easily be seen without removing the latex. Chris Hallet is coming in today to collect samples of the faulty leaflets.

Could you please inform us, in writing, of the outcome of your internal investigation of this non-conformity and what immediate corrective action you propose to take. Could you also use your production traceability to identify the batch in which the fault occurred and inform us of the numbers of leaflets involved.

As the job was not delivered according to the agreed standard, we will need to discuss with yourselves a revised price.

Yours sincerely

A Roman

6928

JOINT PROMOTION

Nintendo to pump up sales with Shell

8239

By Mat Toor

Hot on the heels of its alliance with Kellogg, video game maker Nintendo has begun another "multi million pound" joint promotional drive - with petrol giant Shell.

But where the Kellogg deal was aimed at children who eat Frosties, the Shell promotion is only open to consumers over 17 years of age.

The campaign - yet another instant win affair, this time using scratchcards - began last weekend and runs until July 18 across 1750 of Shell's 2500 forecourts.

Prizes include 1000 Game Boy video games, 5000 pieces of software and the inevitable baseball caps and posters (ten million of them). The promotion is backed by national press advertising.

Nintendo's aim is to increase Game Boy hardware and software sales to adults. The promotional campaign coincides with a TV ad campaign for Game Boy carrying the message "Child's Play it Ain't" which breaks this Thursday.

Nintendo has sold around 1.5 million Game Boys since the handheld video game was introduced in 1990. The firm hopes that the re-

cent price cut - from £70 to £50 - and the raft of above and below-the-line activity will boost that figure by another million by the end of the year.



**EVERY DRIVER WINS
A GAME BOY PRIZE
AT SHELL**

Shell is pleased to announce the launch of the Shell Game Boy Prize promotion. This promotion is open to all Shell customers aged 17 and over who purchase a Shell Motor Fuel product at any of our 2500 forecourts. The promotion runs from 1st July to 18th July 1993. Prizes include 1000 Game Boy video games, 5000 pieces of software and 10 million baseball caps and posters. The promotion is backed by national press advertising. For more information, call 0800 000 000. You can tell when it's Shell.

Nintendo: targeting adults?

Marketing 24/6/93 18