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Lyle Baker
Dave Osler (2)
Larry Rinck
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2-26-57

AGENDA - WEDNESDAY, FEBRUARY 27TH - "NEW LOOK" DESIGN PROGRAM

A. Approach;

1. Impact - Advertising-Marketing viewpoint - Making best appearance.
2. Production - Warehousing - Delivery operational aspects - wearability, ease and cost of operation.
3. Cost of Packaging.

B. Subjects to be Covered by Dave Osler for L & M:

1. Pint Body Label
Pint Neck Label
Quart Body Label
Quart Neck Label

(a) Design - appearance

(b) Machinery application

(c) Federal and State approvals

(d) Supplier

(e) State Clauses, etc.

(f) Union emblems.

Hammer logo - type

No. 6 color, could be 5 colors - Osler will check

→ Carter Osler - Alengham - supplies

→ Tax regulate by

← Baker

Made in USA. (Baker) sub

® m Baran's

Dave Osler

*Black-white
Osler
print art
will also check
quality*

2. Returnable Cases

Pints

Quarts

- (a) Three different approaches by Osler - ~~kraft~~ background, white, and yellow. *red slash*
- (b) Overcoating
- (c) Plastic coating
- (d) Cost
- (e) Supplier - due dates, etc.
- (f) Emphasis on Quarts, Pints, Contents, etc. - lettering.

3. Cans

- (a) Number of colors - background color
- (b) Supplier - due dates, etc.
- (c) Cost

Still working

Can lids →

4. 6-Pack Can Carton

- (a) Design
- (b) Cost
- (c) Supplier, etc.

will recheck →

5. Over-Lay

- (a) Cost and operational problem vs. more new cases.
- (b) Designing - Sales, Paper crates

→ LARRY RINICK - (PRICE) →

rounded edges

6. 48 Can Mother Case

- (a) Design
- (b) Cost
- (c) Supplier

*2 color
over*

7. 12-Pack Can
 - (a) Design
 - (b) Cost
 - (c) Supplier

8. Crowns
 - (a) Design
 - (b) Cost
 - (c) Supplier

- Bases color - Lucques

(London)

Base →

9. Design application from label for point-of-sale and advertising purposes, trucks, stationery.
 - (a) Standard logo - ROMAXI TYPE
 - (b) Standard color or colors - *Lowly*
 - (c) Use of symbolism.

Logo to be sent to ROMAXI

10. Does whole Program provide a consistent design scheme as much as possible?
 - (a) Over-all effect
 - (b) Symbolism
 - (c) Logo
 - (d) Color

11. Tentative due-date for full scale production.

12. Baker responsible for successful procurement and production, due dates, and cost.
13. New 6-Pack Can Carrier Machine delayed to April 1st, for discussion.

Out

Lou Schott

LLS/BJS