FILE NAME: Kentile (KEN)

DATE: 1978 June 5

DOC#: KEN031

DOCUMENT DESCRIPTION: Memo to Kentile Floors Distributors RE Product Line Designation - New Product Line for Vinyl Asbestos Tile

KENTILE FLOORS Inc.

BROOKLYN, NEW YORK 11215

June 5, 1978



SD-17-78

TO : KENTILE FLOORS INC. DISTRIBUTORS

RE : PRODUCT LINE DESIGNATION

We will institute a new product line designation for Vinyl Asbestos Tile in order to conform with current resilient tile industry practices. We are in the process now of revising our cartons, samples, imprinting plates, literature, etc., which will henceforth refer to all of our Vinyl Asbestos patterns as "KENTILE - REINFORCED VINYL TILE".

The familiar abbreviation of V.A.T. will not longer be used.

We will continue to refer to our Asphalt Tile as "KENTILE ASPHALT TILE" and Solid Vinyl Tile as "KENTILE SOLID VINYL TILE".

The new abbreviations for our lines will be as follows:

R.V.T. - Reinforced Vinyl Tile
A.T. - Asphalt Tile
S.V.T. - Solid Vinyl Tile

It will take quite some time before our cartons, samples, literature, displays, etc. will be completely revised to reflect the new "REINFORCED VINYL TILE" designation, but we are proceeding, commencing immediately, to phase in this product name change in the interests of a more accurate description.

Very truly yours,

KENTILE FLOORS INC.

Jack Clegg

Jack Clegg
Vice President -
General Sales Manager

JC/ay

cc: Kentile Floors Inc. Sales Staff
Full Internal Distribution

