



A Division of The Society of The Plastics Industry, Inc.

October 17, 1988

TO: The VI Pipe Task Force

One of the areas that the Pipe Task Force discussed and agreed upon to pursue at our meeting on October 12, 1988 in New Jersey was to explore an advertising and information campaign promoting the superior performance of PVC pipe. The general promotional approach, such as which targeted journals and their audience reach; costs per advertisement in each journal; concepts that have been successful in other areas, etc. will be discussed by Nora Jacobs of the advertising firm, Edward Howard and Company at our scheduled November 15, 1988 meeting in Dallas, Texas.

To assist this firm in better understanding the message you want to bring across to the pipe-using industry, please forward directly to Nora Jacobs, any literature advertisement, promotional slat, color scheme or any aspect that you believe should be considered to successfully promote the true value of PVC pipe. Your own pipe customers should be very helpful and most enthusiastic in offering some ideas.

Again, please send these directly to:

Ms. Nora Jacobs
Edward Howard and Company
1021 Euclid Avenue
Cleveland, Ohio 44115

Look forward to seeing you in Dallas on November 15, 1988.


Ray B. Pohlman

RP/pmb

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