GENERAL STRATEGY

- Give all West European customers a twelve month notice period of the announced withdrawal date.
- Remain competitive at all key accounts where M/I is under pressure.
- Maximise on Aroclor Pyroclor selling prices to recover as much of the withdrawal expenses as possible.
- Make no further MTS customer calls.
- Keep government departments, associations and environmental authorities informed of events during the withdrawal period through marketing and field sales contacts.
- As long as shipment can be effected before the phase out date sell a maximum of 6 months drum inventory and 3 months bulk inventory to those key accounts requesting strategic stocks.
- Continue to sell at East European accounts in USSR, Romania and Yugoslavia up to the shut down date and keep them informed of events as and when necessary.
- Offer technical but not financial assistance to those key accounts requesting advice on plant dismantling and decontamination.
- All UK and West European key accounts with PCB waste disposal problems will be asked to deal direct with the relevant disposal company.

DSW 337857