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TARKETT PAPY
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RONNEBY 1982-10-06 IB/KG

ATTN: J. LEE AND J. BROWN

ASBESTOS

I RECOMMEND YOU TO SELL ALL ASBESTOS INVENTORY FROM WHITEHALL, VAILS GATE AND LONG BEACH AS SOON AS POSSIBLE.

BOB WYLIE TOLD ME THAT, ACCORDING TO HIS OPINION, WE SHOULD BE ABLE TO SELL ALL OUR SHEET VINYLS WITH ASBESTOS-BACKING DURING OCTOBER WITHOUT ANY LOSS ON C1. PLEASE ACT FAST.

DO NOT FORGET OUR ASBESTOS INVENTORY AT OUR VERTICALS. WE MUST IMMEDIATELY MAKE UP A PLAN HOW TO GET RID OF THIS. PLEASE SEND ME A COPY OF THIS PLAN.

IT IS NOW VERY IMPORTANT THAT WE FOLLOW UP THE ARTICLE IN FLOOR COVERING WEEKLY WITH A LOT OF FAST ACTIONS.

- SEND OUT THE LETTERS (AND INSTALLATION INSTRUCTIONS) TO INSTALLERS, BUILDERS, SPECIFIERS ETC. ETC. (ABOUT 40.000 LETTERS?)
- USE THE FILM AS MUCH AS POSSIBLE
- MAKE OFF-PRINT OF THE ARTICLE IN FLOOR COVERING WEEKLY. GIVE A LOT OF COPIES TO:
  - OUR DISTRIBUTORS (FOR THEM TO GIVE TO)
    - RETAILERS
    - INSTALLERS
    - SPECIFIERS
    - BUILDERS
    - ETC.
  - OUR TECH. GROUPS TO DISTRIBUTE AT THEIR MEETINGS
  - TO OUR SALES FORCE TO DISTRIBUTE AT THEIR MEETINGS
    (INSTRUCT THEM WHAT TO SAY)
- INFORM OTHER KEY-GROUPS ACCORDING TO YOUR PLAN.

WE MUST NOW ACT WITH FULL SPEED.

RELIENT

PLEASE CALL ME REGARDING YOUR TIMETABLE.

BEST REGARDS,
INGVAR BACKHAMRE

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TARKETT PAPY

4566 TARKETT S