FILE NAME: Fruehauf (FRU)

DATE: 1975 Feb 17

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"THE YEAR OF CHALLENGE"

ABEX FRICTION PRODUCTS GROUP

February 13, 1975

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2-17-75

To: ALL DISTRICT MANAGERS

Bulletin No.: S-75-22 AB

Subject: CARLISLE CORPORATION - MOLDED MATERIAL DIVISION

We have seen some increased activity in some marketing areas by Carlisle Corporation. For your comparison, I am attaching copies of the Carlisle product brochure and the Fruehauf brochure which in effect are one and the same.

As you know, our Private Brand Program has never been designed to compete with our Abex Distributors. However, it would appear that this is not the case with the Carlisle Program as it would seem that Fruehauf has all the advantages over the Carlisle Distributor.

Harry R. Jones

/mc

Attachs.

cc: Mr. S. S. Conway, Jr.
Regional Managers
Troy Sales Personnel
Winchester Sales Personnel