

cc: Nick Gus - North Olmsted

LETTER

FROM

Cleveland

OFFICE

Gen. Mfg.

DEPT.

OFFICE

DATE

October 25, 1963

SUBJECT

Drum Labels

DICTATED BY

NICK GUS

OCT 2 1963

LABEL DEPT.

ANSWERING LETTER OF

As an experiment, we have been using for some time at Chicago, Newark and Oakland a special pressure-sensitive label on drums filled for Industrial products. This is a large label approximately 9" x 19", applied between the rolling hoops of the drum, primarily to dress up the appearance of the drum.

These are individual labels with a backing sheet which must be removed and the label carefully positioned and applied to the drum without wrinkling to provide an attractive appearance. When used it replaces the small 20X84 and 20X85 label previously applied to the top of the drum.

The Industrial Sales Department has requested that the usage of this label be extended to all factories, but limited to specific requests as indicated by the Sales Department on each order.

This is a costly label, the cost of which was previously absorbed by the factory, but the Sales Department has now agreed to accept the charges for this label when applied. Detailed instructions regarding the accounting charges, etc., are covered in General Accounting Department Bulletin 2063.

These labels are to be applied only when specified on the order by the Sales Department, and only for Industrial, Transportation and Automotive Sales. Labels are to be applied at the time of filling and not in the warehouse prior to shipment. It appears from recent usage the quantity involved will be small, as a result of the cost plus the fact they must be specified on the order as submitted by the Sales Department.

If you have not already arranged for a stock of these labels, we suggest you do so immediately. There are two types of labels which differ only in the caution which is printed on the label:

N11949

Nick Gus - Label Dept. - North Olmsted

FROM Cleveland

OFFICE Package Specification DEPT.

OFFICE

DATE September 25, 1962

SUBJECT New Drum Label

Dictated by

ANSWERING LETTER OF

A large pressure sensitive type label has been developed for use on drums 15-gallon size and larger to provide company identification and enhance the appearance of the package. This will replace the present small drum stickers 20X84 and 20X85.

The new label is approximately 9" x 19" and has been designed to fit between the rolling hoops of the drum. These are individual labels with a backing sheet which must be removed and the label carefully positioned and applied to the drum without wrinkling to provide an attractive appearance.

A quantity of these labels are now being printed at North Olmsted for use on a test basis on all Industrial Product Finishes at Newark, Chicago, and Oakland. The purpose of this test is to check market reaction and determine if there are any problems involved in the use of these labels before they are adopted as standard for use on all drums at all factories.

There are two types of labels which differ only in the caution which is printed on the label.

12K
Standard Caution---Caution is printed on the label in black and is to be used for all products except those containing lead or other harmful compounds. This will replace the previous drum sticker 20X84. *33200*

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Special Caution---Caution printed on the label in red and is to be used for all products containing lead or other harmful compounds requiring the new 2a, 2b, 2c, 2h, 2k, and 2L cautions (previously H, K, or L cautions). This will replace the previous drum sticker 20X85. *4950*

Will you please make arrangements to have your label department order in a quantity of these new drum labels and set it up so that these labels are applied to all drum filling of Industrial Products Finishes as soon as they are available.

Labels can be obtained from the North Olmsted Label Department in the regular manner specifying:

Drum Label - Standard Caution

Drum Label - Special Caution

NICK GUS

SEP 28 1962

LABEL DEPT.

If you have any questions on this, please let me know.

FXZehnder:pkb

Directed to: HBE LFK WOM

cc: WOS HWS RFS IFJ GWB BD RFH

RRH DSG MWH REW NG

0007-SWP-000005985

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"OVER"

FX Zehnder