

C. PACKAGING

The 3200 Shotgun regular grades will be packed in a full foam tray encased by a folding cardboard carton.

The "1 of 1,000" trap guns will be packed in a hard case probably the same as that being used for the M/870 "All American."

D. INTRODUCTION

Present plans call for the following introduction schedule:

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November 1972 - Introduction to outdoor writers

December 1972 - Introduction to Marketing personnel

December 1972 - Introduction to wholesalers

January 1973 - Introduction to dealer trade by announcement letter and trade ads

January 1973 - New York Press Conference for financial and business publications

February 1973 - N.S.G.A. Show at Houston, Texas

February 1973 - First consumer ads in February issues