

File

Mr. E.H. Hunt
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INSTRUCTION FOLDERS SURVEY

Included with each firearm package for shipment is a pamphlet or a folder with a proper description of the packaged arm and instructions for the correct method of operation, care and maintenance of same. It is most important that the purchaser receive and read these instructions to guarantee maximum use and satisfaction with Remington's product.

Frequently the statement is heard that the purchaser does not receive this instruction folder. More frequently the statement is made that the purchaser will not take the time to read thoroughly the instructions.

This lack of customer response to instruction material is not attributed to Remington alone. An article in a recent issue of the "Wall Street Journal" cites this as a problem that is plaguing other industries as well and causing needless service expense.

It seems appropriate at this time when Remington is forecasting a new series of rifle models, piloting a line of "colored" guns, introducing new center fire calibers etc., that a re-design of these folders be considered and then explore ways to improve the delivery of this folder to the purchaser.

The re-design of these folders should be in character with the particular model and take into consideration the customer group which would represent the bulk of the sales for this specific model. This customer group could be broken down in various ways, for example:

- Junior group
- Senior group
- Club group
- Feminine group

For the Junior group possibly the new M/500 rimfire "Kylon" line should be considered (M/500, M/555, M/556). This suggested "Junior" class of guns would be packaged with a folder which has a futuristic appeal somewhat of the Jules Verne type of forty or

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fifty years ago, with emphasis on the atomic age or the jet propulsion theme. It could be presented in an intelligent comic book style.

For the Senior group, it is proposed that the present center-fire or "heavy" gauge shotgun models be considered. The theme for these folders should tie in with the wild life, vacation, travel or historical motif.

For the Club shooting groups, which would include trap, skeet, match, gallery etc. the M/Sportsman-58, M/870, M/11-48, M/40X, M/522 and M/552 should be classified. The design of folder for this group would be a layout suggestion of club news, possibly in the bulletin or statistical manner. Standard information on ballistics, sports etc. could be inserted.

Consideration of this last line of guns, light gauge shotguns, and the "projected" color series, for feminine appeal is somewhat difficult and possibly should be evaluated first. The size of this heretofore overlooked group classification is quite obvious.

Extreme good taste in layout and feminine logic of this subject design appears essential and the writer would be quite presumptuous to pursue this theme to any ultimate conclusion.

Summing up, the basic thought in the designing of these new type folders should be to fit the right folder to the right gun after careful study is made of the particular class wherein the specific model appeal would exist.

The problem then, after this study of re-design is underway, would be to "get" the folder to the purchaser. This study must in some manner create a "desire" in --

First, The Dealer:

To "know about" and "look for" the folder when opening the gun package from the factory and - to "want to deliver" it to each purchaser.

Secondly, The Purchaser:

To "know about," "want," and "ask for" from the dealer.

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To carry along the study,

The Dealer Approach should:

- Advertise folder.
- Tag to trigger guard.
- Seal folder in cover (location arrows).
- Sleeve folder to gun stock.
- Ship extra copies of folder with invoice.
- "Panel" or "Sticky-back" inserts to dealer for applying to each folder with dealer's name and address on same.

To carry along the study secondly on,

The Purchaser Approach:

- Advertisement featuring folder and advantages of getting same.
- Purchaser's "name cut-out" in decal or medallion form in folder.

"Panel" for purchaser appeal in folder would include either:

- Game calendar.
- Conservation Laws.
- Match or Target data.
- Skeet data.
- Grand American data.
- Plastic pocket for hunting license.
- Find-your-way (compass-stars).
- Wood Lore.
- Sports.
- Travel, Traffic information etc.

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Many other ways can be suggested to heighten the status of the instruction folder in the purchaser's esteem. However, caution must be exercised that the fundamental purpose of the folder for gun instruction is not forgotten.

Positive action on this proposal would envisage the design of a folder with these thoughts in mind to coincide with the introduction of the Model 552.

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