

BENCH REST BULLETS - contd.

Marketing has issued a Rem-O-Gram directed toward getting field effort on selling these bullets and reducing inventory. They do not want to reduce the price. In discussion, it was noted that sales were good until the last price increase.

The following appears to be needed before expanding the bullet line:

- . Results from the Rem-O-Gram
- . A careful evaluation of potential earnings versus the company effort required.
- . A definition of the intangible benefits to Remington from marketing these special bullets.

TRAPSNEW MECHANICAL TRAP

(Introduction October, 1975)

Marketing reported on the new mechanical trap program - Exhibits 6, 7, 8 and 9. It was recommended that Management approve this program to discontinue the Expert, Blue Rock and Wonder B traps with the last two being replaced by the new mechanical trap.

R & D demonstrated the functional superiority of the new mechanical trap compared to Remington and competitive models.

Management has agreed to go ahead on the trap program on a break-even basis but this is not adequate for a goal.

Committee Action:

The Operations Committee accepted the program to discontinue the Expert, Blue Rock and Wonder B traps. The new mechanical trap will replace the Blue Rock and Wonder B traps.