

(7) M/552-572 Color Additions (See Photo Plate V)

Specifications

Addition of blue color.

Complementary color combinations.

Bleached or white wood and same specifications as present colored guns.

Customer Appeal

Color is popular (Buckskin Tan outsells Crow Wing Black). (Consider obsoleting Crow Wing Black and replace with Teal Wing Blue.)

Blue popular color.

Deluxe Gun for minimum price.

Light weight - boy's and women's market.

Remington Benefits

New markets - new customers.

Minimum capital investment.

Beneficial free advertising.

(8) Addition of Color and Light Wood to Shotguns and Rifles (See Photo Plate VI)

Specifications

Extend the use of color and light wood to other gun models on a carefully planned schedule set up by Sales to obsolete models and stimulate sales and create new markets.

Customer Appeal

Pleasing appearance.

Basically new - quality Deluxe.

Remington Benefits

Opens new market. Has already been asked for by consumers.

Practically no capital investment.

Potentially lower cost wood process.