

ce: S. M. Alvis

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

PETERS  
SUPER

CONFINE YOUR LETTER TO ONE SUBJECT ONLY

Ilion, New York  
May 14, 1963.MEMORANDUM

TO: W. E. LEEK

FROM: J. F. FINNEGAN

SUBJECT: Packaging - Model 600.

A sample box has been received from the Mohawk Container Co. for the above Model. This sample box is of the so called one piece, five panel folded carton. This differs from existing packages for our firearms in the following respects:

1. One piece folding box, with inner support fillers, die cut as part of the five panel folded carton, as compared for instance, to the Nylon 66 carton, which has a five panel folded carton plus three additional parts, as supporting fillers, or in other words, a total of four parts as compared to one part for this sample.
2. This carton is printed with large R and Remington, similar to the trade mark, and it appears on the new shot shell boxes. The color banding on the sample is red with black printing - (two colors).
3. The lid of the sample is perforated and can be punched out by the dealer. Then, with the lid folded back a rather nice appearing display can be made with the gun in the box for counter use.
4. Another point which may be worth mentioning, is that the gun owner can use the box and not be confused with three "loose fillers".
5. Price wise, a tentative quote of 21¢ on lot quantities of 15,000 has been tendered. This price is based on a "marbelized" surface rather than "bleached white" such as presented in this original sample. This price compares favorably with current boxes. An additional saving in packaging labor and inventory, is a very definite possibility.

In the event that this sample box appears promising to the Management, for further development, additional work would include drop tests with Model 600 in carton and approval of outside lettering.

NOTE: The current small, round, circular filler may be required in this box to "drop over" the bolt handle. This item is considered negligible as to cost and inventory.

JFF:cb