

# UNIROYAL

# NEWS

magazine of UNIROYAL LTD.



**MARKETING DIRECTOR  
W. HERBERT SCHMALZ**  
joins us from Canada

A warm welcome is extended to W. Herbert Schmalz, whose appointment as Director of Marketing in the United Kingdom was announced at the beginning of April. A Canadian, Mr Schmalz succeeds Victor M. Wallis, who last month took up his new appointment as Director of Marketing for Uniroyal International in New York.

Mr Schmalz is a graduate of the University of Toronto and holds a B.Sc. degree in chemistry. He joined Uniroyal in Canada in 1940 and has held various development, manufacturing and marketing positions in the Montreal, Toronto and Kitchener factories of Uniroyal Ltd., Canada. His most recent appointment with the Canadian organisation was that of Vice-President, Marketing.

He will be located in London and will have overall marketing responsibilities for Uniroyal's consumer and industrial products in this country.

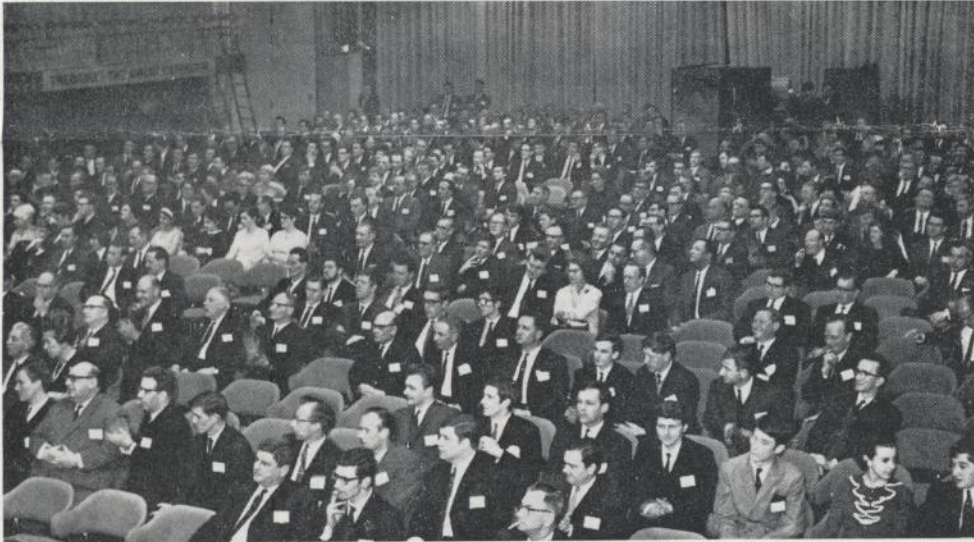
These recent top executive changes underline the international scope of Uniroyal today and the opportunities of promotion worldwide.

### UNIROYAL TROPHY FOR SCOTTISH GOLF

A year ago the Scottish Golf Union created five area groups for amateur golf in Scotland. One of these, South East (comprising the Lothians and Borders) is to hold its first District Championship at Monktonhall (Musselburgh) over 72 holes on August 31 and September 1, for a specially designed Uniroyal trophy. This event will attract the cream of amateur golf in the area.

backing giving Tredaire still another sales advantage. Furthermore we have devised new sales aids—in display, on film, in print—to provide that service the trade has come to expect from us. We believe this latest promotional drive paves the way for still greater co-operation of effort".

The new ten-minute hard-sell film on Tredaire is an excellent production and is being used for dealer meetings up and down the country. These and the big London meeting will certainly make the trade Tredaire-minded in the selling season ahead made more difficult by last month's increase in purchase tax on carpets.



The camera couldn't take the entire company, as they gathered prior to the presentation of our underlay plans for 1968, but it was certainly the biggest carpet trade meeting for many a long day—tribute to Uniroyal. When the proceedings started it was standing room only.

## TRADE BUYERS FLOCK TO HEAR ABOUT TREDAIRE PROMOTION PLANS FOR 1968

We invited carpet buyers from distributors and retail stores in the Greater London area to a promotional meeting for Tredaire sponge rubber underlay in London's Royal Lancaster Hotel, on 26th March. Over 1,100 accepted invitations—probably the largest gathering ever of trade interests under the auspices of any one firm.

In welcoming the guests Paul Riley, General Sales Manager of the Consumer Products Division, said we had devised the most extensive and comprehensive retail promotion ever attempted by any manufacturer of carpet underlay. "We fully recognise that we cannot sell underlay unless you first sell carpeting. Everything that has gone into this year-long programme has been guided by one principle—how we can help you to sell carpeting!"



PAUL RILEY

**Synthesian backing**  
Dennis Jeffries, Floorcovering Sales Manager, outlined those plans. "When we introduced Tredaire ten years ago we established a new pattern of quality underlay that the trade accepted immediately as quite outstanding. Now we take another big step forward with the introduction of Synthesian

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A display of the sales aids that will support our intensive promotion for Tredaire during 1968. This programme caused great interest among trade buyers.



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