

UNIROYAL

NEWS

magazine of UNIROYAL LTD.

ANOTHER SUCCESSFUL YEAR FOR TRED Aire
1969 plans to combat increasing competition

With the recent introduction of the Sales Manager/Product concept in our Divisional Marketing set-up an earlier than usual annual conference for the Tredaire group was appropriate. This was held at Selsdon Park (Surrey), October 31/November 1 and chaired by Dennis Jeffries, who heads the sales group for this highly successful commodity.

Mr Jeffries indicated that in 1969 competition would be severe. "Uniroyal has the reputation of being a trend setter in the underlay field with lively promotions backed up by high quality products". Tredaire's spectacular progress since it was introduced to the U.K. close on nine years ago has made a big impact in the carpet trade. Everything points to an increasingly hard fight for higher sales in 1969. Our Tredaire group is well equipped. The Production team at Dumfries turn out a top quality product. In the words of Gilbert Crerar, Factory Manager, "our workpeople want to be identified with a success story like Tredaire". On the sales side we have a team that knows the retail carpet trade intimately; promotionally we have a reputation of being ahead of competition.

Uniroyal's influence worldwide

Consumer Products Marketing Manager, A. F. Rose, referred to the single-mindedness of the Tredaire sales group. "You are able to devote all your time to a single product, but this tends to keep you away from the company as a whole". Mr Rose took the opportunity to review the international activities of Uniroyal. "As the fourth largest producers of tyres, Uniroyal makes more in one year in the States than all of the companies together in the U.K., yet that only represents 40 per cent. of Uniroyal, Inc.". He spoke of Uniroyal's influence in chemicals, textiles, research: as inventors of timing belts and ABS: its pioneering work in space and oceanography.

Of particular interest was the technical talk given by Alan Harrison, Technical Supt. at Heathhall, who elaborated on the continu-

A general view of the conference in session with Sales Manager, Dennis Jeffries, at the rostrum.

Ted Hopkins, Advertising Manager, outlining the 1969 advertising with its continuing theme of "The Great Defender".



ous tests he and his colleagues carried out on competitive products all designed to ensure that the resiliency and long wearing qualities of our rubber carpet underlay have the edge on competition.

Feature of Tredaire's advertising and promotion next year is the colour supplement and pages in "House and Garden" and the supporting merchandising activity that will be launched by the publishers of this top quality "home" magazine.

Some of the striking and colourful display pieces which form the basis of Tredaire promotion in 1969. The barrels of the cannons are cunningly reproduced in Tredaire.



Golf Balls are a highly acceptable Christmas Gift

This attractive and colourful Christmas tree laden with golf balls is now being given pride of place in pro's shops and on sports shop counters. The usual black and white box of the Jack Nicklaus balls has a cardboard sleeve where colourful light bulbs replace the usual golf ball designs.

Jack Nicklaus/
Uniroyal balls,

available in Christmas packing in boxes of one dozen, half-dozen and three-ball packs, make an excellent and most acceptable Christmas present.

Enquiries from Uniroyal employees should be directed to Public Relations Department, Castle Mills, Edinburgh.



Newbridge Blood Donors

To S. Holmes, Industrial Relations, from Helen R. White, Blood Transfusion Service (Edinburgh and South-East Scotland Region).

Thank you very much for helping the Service again and thank you for the excellent arrangements made for the session.

I have no doubt you would hear the total at the end of the day—74 volunteers very kindly came along to help the Service and 56 very welcome and greatly appreciated donations were given. Like us, I know you, Sister Lynch, and all who helped with the organisation of our visit will be delighted with the increase in the response this time.

Perhaps you will be kind enough to convey our thanks to your Board of Directors for all the facilities granted, to all who helped to make our visit so successful, to your canteen manageress for her kind assistance and to all the volunteers who so willingly came along to help the sick and injured.

Keeping the Blood Bank stocked is a problem ever with us and it is only by help such as we have had from you and our other good friends at Uniroyal that we can continue to meet all calls.

The 'Gold' Yachting Shoe

Once again Uniroyal's Sperry Topsider yachting shoes have proved their worth in international contests.

All of the British Olympic yachting team used this specialised yachting footwear at Acapulco, Mexico, returning with a Gold in the Flying Dutchman series and a Bronze in the 5.5 metre class.