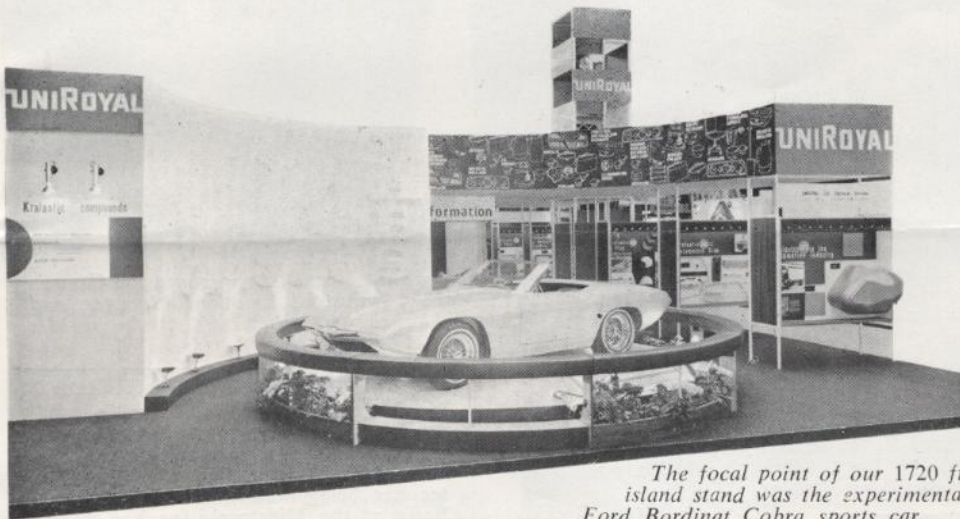


NEWS

magazine of
UNIROYAL LTD.



The focal point of our 1720 ft. island stand was the experimental Ford Bordinat Cobra sports car.

UNIROYAL'S comprehensive exhibit at INTERPLAS 67

This year's Plastics Exhibition was noteworthy for us on a number of counts. It was the first time that Uniroyal Ltd. in the U.K. had exhibited as a unified company with the Tyre and General Products Division and Chemical Division displaying their wares together. Our stand was the largest we have had in an exhibition of this kind, it occupied a dominating site just within the main entrance of Olympia, and its presentation represented a highly successful combined operation of Sales and Promotion.

"Plastics and Rubber Weekly" delivered a special Exhibition issue. Two of the PRW girls, in PVC outfits, were caught by the camera delivering copies to Brian Sitch, Kralastic Sales Manager.

Photo by Courtesy of PRW.



In addition the focal point of the stand was the Ford Bordinat Cobra sports car flown specially from Detroit. The body of this experimental American car is of Royalex, which is a homogenous multi-layer construction comprising non-intercellular lightweight core and solid substraight layers, providing exceptional structural rigidity and impact strength. Royalex, as has already been proved in the States, has great potential, particularly within the automotive industry. The enquiries that resulted at Interplas 67 gave us considerable

UNIROYAL U.K. now embraces activities in Italy and Spain

The Italian firm manufacturing plastic materials, formerly known as Rub-Co-Plast, S.p.A.—Vittuone (Milan), recently changed the corporate name to Uniroyal S.p.A., with J. C. Madigan as President.

In Spain our associates are Samper, S.A. at Elche, (Alicante) manufacturing footwear. Some of the casual footwear in our 1967 Keds range comes from Samper.

We hope to include news from those sources from time to time. On page 7 is a news item of a cloudburst on 19th June that inundated Elche and flooded the floors of the entire factory. Only a herculean effort by our colleagues there after roofs and walls had collapsed contained loss of production to a matter of hours.

encouragement in our marketing survey for this country.

Brian Sitch, Sales Manager of the Chemical Division at Bromsgrove, who was responsible for the integration of the various component displays, had a particular interest in the presentation of Kralastic. Albert Rose was primarily concerned with Royalex, while Paul Sammut's group concentrated on Royalite. Following the close of Interplas 67 we asked those three key figures for their comments.

Brian Sitch:

The official total of attendance was slightly in excess of 70,000 and Overseas visitors approximately 4,200.

I estimate that at least 7,000 people during the course of the ten days of the Exhibition were, to a greater or lesser degree, made aware of Uniroyal Ltd., Chemical Division, and its position in the Uniroyal Organisation.

Some 495 written reports were filed and these are being actively progressed. Indications are that at least 10 per cent of these will lead to positive business and probably half of these i.e., 5 per cent of the total will be new business.

It was very encouraging especially in view of the very large expense, that we were able to engender such positive interest in the products of Uniroyal Ltd., i.e., both Tyre and General Products and Chemical Division:

(Continued on back page)

The Ford Bordinat Cobra, fitted with our white sidewall tyres, came by Pan American freight plane. Here it is being unloaded at London Airport. Special precautions had to be taken in the handling of this highly valuable experimental sports car.

