

NOTICE TO SHELL STATIONS!

We have issued a number of High Court Writs against Shell relating to proprietary rights to the following promotions

“MAKE MONEY” “NOW SHOWING” “THE SHELL NINTENDO GAME”

If willing to complete a questionnaire on a “no obligation” basis which may assist us in our legal actions against Shell UK Ltd, please kindly fill in, detach, and return to us your Station details in the panel below.

Issued by:

Don Marketing UK Ltd.,
St. Andrews Castle
33 St. Andrews S. South,
Bury St Edmunds,
Suffolk IP33 3PH.
Tel: 0284 388308

Your Name
Shell Station Name
Address
.....
.....
.....Post Code.....
Tel No.

SHELL CORPORATE CONSCIENCE PRESSURE GROUP

If concerned about the ethical conduct of Shell UK Ltd please join our pressure group. Shell shareholders especially welcome.

Details on a “no obligation” basis. Just fill in and return to us the panel below. All enquiries treated in confidence.

Issued by:

John Donavon
St. Andrews Castle
33 St. Andrews S. South,
Bury St Edmunds,
Suffolk IP33 3PH.
Tel: 0284 388308

Your Name
Shell Station Name
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Tel No.

rejuvenate the standard ready meals market – ‘Findus Taste of Asia’. Four unique Oriental recipes which can be microwaved and eaten straight from the pot.

Says John Montgomery, senior brand manager, “The UK now has over 17,000 ethnic restaurants and takeaways – and total retail sales of ethnic foods have grown by 75 per cent from 1990 to 1994. Having tried these tastes and recipes, consumers now want to enjoy them at home – at a price they can easily afford. This has been reflected in the ready meals market with Chinese recipes showing the stronger growth by far at +25 percent in 1994 (valued at over 41 million) compared to pasta at +12 percent and traditional at -3 percent

“Add to this the decline in formal eating occasions, the rise of light meal occasions – +47 percent since 1987 – and increased microwave penetration, 68 percent in-home, and you can see why we are confident that Taste of Asia will be an enormous success.”

Consumers have already given the range the thumbs up. Qualitative research was carried out

terms of good/ excellent taste and quality.

* 73 percent said they would eat it straight from the pot.

* 93 percent said they would purchase the products at 99p.

The range includes four oriental recipes: Chicken Chow Mein; Szechuan Chicken, Sweet & Sour Pork, and Thai Prawn Rice. Like the new Lean Cuisine Light Meals range, Taste of Asia comes in specially designed packaging which allows consumers to place the pot in the microwave for five minutes, return to packaging and eat straight from the pot.

Adds John Montgomery, “The four recipes would be difficult and expensive to create at home – particularly for one person given the myriad of ingredients required. The Taste of Asia range provides consumers with the chance to enjoy oriental foods in the light meal format they require at just 99p per person.”

To gain awareness and trial the new range will be supported by promotional activity including a national poster campaign, backed by point of sales activity and sampling.



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Tony Hawkes

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(direct line)

NOTICE TO SHELL DEALERS!

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“NOW SHOWING”

THE SHELL NINTENDO GAME

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Issued by:

Don Marketing UK Limited

St Andrews Castle

33 St Andrews Street South

Bury St Edmunds

Suffolk IP33 3PH

Tel: 0284 388308

Shell Dealer Name:

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Holt Lloyd; Car Plan; Bell
Turtlewax; STP; WD40; Ring;
Champion, Polco; Loctite

IMPULSE & SEASONAL

Soft Toys; Tapes & CD's; Gifts
Plasticware; Umbrellas;
Stationery; Clothing;
Household
Basketware; Footballs; BBQ's
Sunglasses; Garden Furniture

For further information contact

Jean Norman

816-817, Leigh Road, Slough SL1 4BD

Tel: 01753 538222 Fax: 01753 577247

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If concerned about the ethical conduct of Shell UK Ltd please join our pressure group. Shell shareholders especially welcome.

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Issued by:

Alf Donovan
St Andrews Castle
33 St Andrews St, South,
Bury St Edmunds,
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VALETMATIC
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Valetmatic, Farnborough, Hants GU14 7QU
Tel: 01252 373690 Fax: 01252 373695

the UK's largest manufacturer of screen wash and de-icer and produces car care products for a number of big names in the industry. The company specialises in own branding of products as it believes that many businesses can improve profits by selling own-label car care rather than well-known branded lines.

Through its 30-strong chain of ADD-IT franchisees, the company direct-sells de-icer, screen wash, glass cleaner and a combined screen wash and air freshener product called Fresh Vent as well as competitively priced inject cleaners and oil additives.

Mr Tully said there had been no physical growth in the size of the UK car care market and that the companies involved had been taking business from one another by adopting aggressive pricing policies. He said price increases due to an alcohol shortage would push up the cost of glass cleaner, screen wash, de-icer and 'trigger-action' products to the consumer next winter.

Where forecourt convenience retailing is concerned, Mr Tully believes the trend towards a fast food culture in many garage shops had reduced the amount of shelf space previously devoted to car care product lines and put greater pressure on non-food distributors like the Intro Group to match the speed of food deliveries and carry greater stocks in larger warehouses.

In February the Intro Group is pushing its Fresh Vent combined glass cleaner and air freshener product, which will also be supported by point of sale material. The company is also "broadening its shopping basket" and offering plastic storage cans, cigarette lighters, condoms and greetings cards.

"We obviously appreciate that the range of items on sale in a forecourt shop can be vast and is increasing, but car care products, particularly high quality premium priced waxes like Turtle Wax Colour Magic, carry a degree of profitability in a single unit that a retailer is never likely to realise from the sale of cigarettes, chocolates or sandwiches," said Roy Line of Turtle Wax.



SUPPLIER GUIDE

ARMORALL

New products from Armor All for 1995 include Quicksilver wheel cleaner, a spray-on, wash-off product which, claims the company, was one of the most successful product launches in the USA last year. The company has full distribution for Spot & Wash insect and tar remover and Armor All Low Gloss Protectant which is claimed to restore vinyl, rubber and plastic internal and external surfaces.

☎ 01799 513130

AUTOGLYM

Autoglym manufactures a range of 20 products for its consumer line-up including shampoos, polish, glass cleaners and vinyl roof treatments. The company has its own distribution network and would like to break into the forecourt market.

☎ 01462 677766

BLUECOL BRANDS LTD

Bluecol Brands Ltd, a division of Armour Trust plc, offers a wide range of car care products including Bluecol Antifreeze, the Jenolite rust treatment range, Nilco cleaning products and BARS motor products. The company has acquired the rights for the Spraymaster trigger grip and Wonder Wheels.

☎ 01256 474661

COMMA OIL & CHEMICALS

Comma Oil & Chemicals manufactures a comprehensive range of car care products such as Super Wash 'n' Wax, a car shampoo, and Trim Wizard, which is claimed to rejuvenate exterior plastic and rubber trim. Also available is a range of heavy duty products such as Hyper Clean engine degreaser and Tar Clear. For 1995 Comma has launched a six-strong fuel and oil additive range which includes Exhaust Emission Control, Diesel Boost, Injector Magic, Oil Tonic, Oil Stop Leak, and Octane Boost.

☎ 01474 564311

DANA DISTRIBUTION

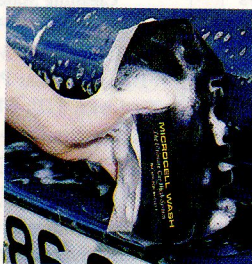
Dana Distribution (UK) is the parent company to Brown Brothers, a major distributor to the forecourt sector which works in partnership with leading brand suppliers like Simoniz, Holt Lloyd and Car Plan. The company is committed to developing an extensive range of car care prod-

ucts which currently include WD40, Magic Tree air fresheners, Loctite Superglue and Powertrain bulbs.

☎ 0793 513315

DECOSOL

Decosol's latest product is the Microcell Wash, a sponge which is specifically designed and shaped for cleaning cars.



It features grooves for cleaning radiator grills and is designed to deflect 90 per cent of the water downwards through the foam and on to the car body work. According to Decosol, as water is forced through the sponge it generates more suds. Also on offer is the Neutradol air freshener as well as rust cures and interior cleaners.

☎ 01422 205111

HOLT LLOYD

Holt Lloyd offers a wide range of leading car care brands such as Redex, Turtle Wax, Tyreweld, Radweld, Gun Gum and Turtle wax washes. The company also sells an extensive range of own label products such as Holts Bug Shifter, the Flexy car wash system, Dupli-Color spray paints, Holts Grime Shifter, Fresh-Up wipes, air fresheners, additives and ionisers.

☎ 01625 526838

IMPULSE DISTRIBUTION

Impulse Distribution runs its own chain of seven garages as well as offering the trade a range of car care products for the summer and winter periods. It offers a forecourt shop layout service and also sells other non-food items such as film and garden furniture.

☎ 01753 538222

INTRO INTERNATIONAL

Through its 30-strong chain of franchised ADD-ITT subsidiaries, Intro International direct-sells a wide variety of private label car care products to leading companies in the industry, such as car manufacturers, dealers and oil companies. The product range on offer includes oil treatments,

fuel additives, valeting products, screen wash, glass cleaner, de-mister and de-icer for engine flush. This year, the company will be pushing its Vent Fresh combined screen wash and air freshener to the trade. An own-branding service is also available.

☎ 01302 320269

SIMONIZ INTERNATIONAL

Simoniz International claims its primary objective is to fulfill the needs of individual forecourt sites by offering tailor-made promotions on its wide range of branded premium quality car care products. Last year, the company introduced many "extra value and branded packs" and will be advertising its Body Perfect and Back To Black products on television this year. Typical car care products from Simoniz include Max Wax Teflon-based polish, Simoniz Wheel Cleaner, and a valeting range.

☎ 01637 871171

SUMMIT ACCESSORIES

Summit Accessories offers a range of interior car mirrors including suction, vanity and panoramic models. Also available is a range of blind spot mirrors. Summit supplies a special lens repair kit for glass headlamps and a mirror repair kit for cracked door mirrors. The company also offers the Handican for holding cans and bottles, and the Blue Coral car care range.

☎ 01295 270770

TURTLE WAX

Turtle Wax claims to offer the world's finest car care products which it supports with an extensive array of PoS material. Turtle Wax Colour Magic is available in 14 shades, which claim to cover 99 per cent of all car colours. It has just added turquoise to the colour range.

☎ 01695 722161

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