



Proteus' marketing drive. Expected to grow the network by 30 outlets a year.

Roy Brown

It is with great regret that we announce the loss of Roy Brown, who, at 59, has died following a short illness.

Roy was well-known to many in the industry, especially in the Midlands where he managed a number of Shell sites over the years. Following his time as a retailer, Roy became a writer and communicator on a number of topics, one of which was the forecourt retail business and he had been a valued contributor to *Forecourt News* for the last three years.

Aside from his long-running involvement in the industry, Roy was also a champion ballroom dancer, an award-winning public speaker and a writer of children's stories. Lately he worked as a conference chairman, and chaired the 1992 European Retail Engineering Conference and the 1993 Retailer's Convention at the Forecourt Show. He will be sadly missed by all at *Forecourt News*, and to his wife, Annie, and his three children we extend our deepest sympathies.

MOBIL has opened the prototype of a new Mobil Mart forecourt shop. Wimbledon Chase, in Merton, south west London, is one of the first shops to include new 'customer focussed' colour, design features and service levels.

With its 90 square metre shop, Wimbledon Chase stocks a full range of grocery as well as convenience products including newspapers and magazines. Glass-fronted walk in refrigeration units have been introduced for chilled and frozen merchandise, as well as an open fronted dairy cabinet and bakery.

Wimbledon Chase has a fully glazed mullionless shop front to enable potential customers to see the interior, even from the roadside. A new fascia treatment displays the distinctive Mobil colours and graphics and incorporates eye-catching neon signs. The fascias contain colour transparencies that can display effectively the various product ranges. These design features also help to distinguish the "Bakery" and "Coffee & Snack" 'action' areas of the shop.

Wimbledon Chase is part of a European initiative designed to enhance the sales and profitability of Mobil Mart forecourt shops. Other trial sites are located in the Netherlands and in Portugal.

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Shell 'legal block fails' in promotions agency row

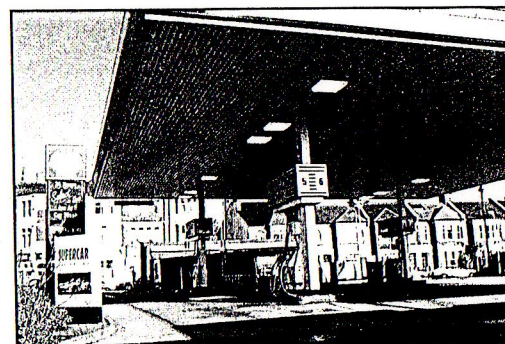
Shell, it has been claimed, has failed to block a legal action mounted against it by one of its sales promotions agencies.

The claim was made by sales promotion agency, Don Marketing, which has issued a writ against Shell for an estimated £350,000 for allegedly using its ideas in promotions worth £10m without permission, and in some cases, payment.

Don Marketing, has alleged that having presented Shell with a brief, called Hollywood Collection, Shell went ahead with the same idea under another name, 'Now showing'.

The company, which devised Make Money, has also received a substantial sum in settlement after it issued a writ in April over the reuse of Make Money. The writ also mentions other actions taken by Don against Shell in a working relationship that has lasted 13 years.

The claim refers directly to Shell's former promotional manager, Andrew Lazenby, who was transferred to Shell in The Hague earlier this year and is for £50,000 for loss of concept fee and a further £150,000 for commission



Shell believes there is no claim to be made.

lost on the cost of printed materials.

There is due to be a further hearing on February 17th. Shell has said that the hearings so far were part of the ordinary legal proceedings, a further date for which has yet to be confirmed.

"At this stage it is in the hands of legal experts and as such we cannot comment," said a Shell spokesperson.

It is understood that another agency has confirmed to Don Marketing that it too had encountered similar problems with Shell's promotions department.

■ **Still with Texaco**, marketing manager Peter Hughes has left the company and Texaco will now merge its sales and marketing departments under general manager John Darnley. All marketing decisions now pass to Louise Nemanich who now controls brand marketing, retail operations, Star service stations, sales and investment and business analysis. Texaco has also opened its second state-of-the-art Star site in Hendon, north London. The site is a refinement of the high-profile St Katharine's site. Further sites are planned for the new year along with a Pizza Hut development on London's Embankment.

■ **Kuwait** has launched a new promotional initiative and is trialing a customer loyalty promotion for the next six months in the Midlands. The scheme ties Kuwait to discount retailers Kwik Save and Liquorsave. Customers use their Sails Collection tokens to claim up to £15 off groceries and drinks.

■ **Europe's two formerly state-run giants, Elf and Repsol**, have both been subject to high-profile motorsport triumphs. Elf was victorious in the F1 and F3000 drivers' championships, and the F1 constructors title, as well as the 500cc and 125cc motorcycle world championships. Elf is also selling its championship-winning motorcycle fuel to amateur motorcycling clubs. The price - £3 a litre. Repsol recently backed rally star Colin McRae who won the prestigious RAC Rally, the first Briton to do so since the 1970s.



Former world champion, Carlos Sainz, fills up. Team mate Colin McRae won the RAC.