

# Technical Bulletin

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Page: 1 of 2

## Subject: **FRICION MATERIAL GOOD, BETTER, BEST MERCHANDISING PROGRAM**

If you attended the DAC meeting in September (that glorious oasis) you heard about our new packaging image to be phased-in commencing with October 1, 1980 production.

The concept is designed to emphasize a Good, Better, Best merchandising program ... to provide important sales literature and technical pieces to support the selling job of matching the right quality and type of friction material to applications having varying degrees of severity.

It is not practical to expect a single type friction material to satisfy all types of service, and end up the best buy. Quite often the higher price type is the best buy over the long haul.

In our Good, Better, Best strategy, green label sets are designed for medium duty service ... blue label sets for heavy duty service, and red label sets for extra heavy duty, or special types of service.

The product line scope includes seven different types of brake block and two types of truck segment sets.

<u>GOOD</u> (Green Label)	<u>BETTER</u> (Blue Label)	<u>BEST</u> (Red Label)
ST Standard	EM Extra Mileage HP High Performance	S-1100 Special MET Semi-metallic EM/MET Combination ST/S-1100 Combination
Truck Sets		
FK Friction King	ED Extra Duty	

In addition to the color-coded packaging labels, we'll have the same package colors displayed on the respective block edges in the form of a one-inch stripe. At a glance you can differentiate type of product, in or out of the box, or on the shoe.

You will begin to see the new labels October 1 ... and sales literature support pieces at a later time perhaps in December, sooner, if possible.

**WATCH FOR OUR NEW LOOK ... AND UNIQUE APPROACH TO SALES AND MERCHANDISING.**