

05-00-24

M. HAMISH MAXWELL

SEP 25 1978

HAMISH MAXWELL

FURTHER TO YOUR QUESTIONS TO ME ON THE TELEPHONE TODAY RE CPC
FORMS PLEASE NOTE THE FOLLOWING:

- A) THE 400 OUTLETS IN BERLIN REPRESENT APPROXIMATELY 10 0/0 OF THE
TOTAL BERLIN MARKET.
- B) I AM AFRAID THE "AMERICAN BLEND" PRINTING ON THE LABEL BLANK
IN THE CPC FOLDER IS A MISTAKE. THE PRINTING TO BE USED WILL BE
EXACTLY THE SAME AS THE HINGE LID PACK I.E. "ENRICHED FLAVOR" -
IM RAUCH NIKOTINARM. THE LABEL IN THE FOLDER IS THE OLD LABEL
DEVELOPPED A YEAR AGO WHEN WE WERE CONSIDERING A SOFT PACK AT
DM 2.70.
- C) AS A RESULT OF PRESSURE FROM THE HEALTH MINISTRY THE INDUSTRY
IN SWITZERLAND HAS HAD TO AGREE TO THE PRINTING OF A WARNING
NOTICE AND TAR AND NICOTINE VALUES ON PACKS. THE ENGLISH
TRANSLATION OF THE WARNING NOTICE IS: "SMOKING CAN DAMAGE
YOUR HEALTH" - ATTRIBUTED TO GOVERNMENT. THE GOVERNMENT WERE
ALSO PUSHING FOR THE PUBLICATION OF C O VALUES BUT IT HAS BEEN
AGREED BETWEEN THE INDUSTRY AND THE GOVERNMENT THAT THIS CANNOT
BE DONE UNTIL AN ACCEPTABLE TESTING METHODOLOGY FOR C O IS
FOUND. THE ADDITION OF THE WARNING NOTICE AND TAR AND NICOTINE
VALUES WILL BE MANDATORY AS FROM EARLY 1979. IT IS NOT
ANTICIPATED THAT C O VALUES WILL BE REQUIRED IN THE FORESEEABLE
FUTURE.

THE INDUSTRY ASSOCIATION HAS IN FACT DECIDED TO PRINT TAR AND
NICOTINE VALUES AS FROM 1 OCTOBER. THIS IS BEING DONE TO
CIRCUMVENT BURRUS WHO HAVE BEEN PROVIDING PREJUDICED
INFORMATION TO THE PRESS ON SMOKE CONSTITUENTS TO THE DETRIMENT
OF THEIR COMPETITORS, IN PARTICULAR RINSOZ AND ORMOND. IN
ORDER TO KEEP THE INDUSTRY ASSOCIATION TOGETHER IT WAS NECESSARY
FOR US TO AGREE TO THE PRINTING OF TAR AND NICOTINE VALUES
SEVERAL MONTHS IN ADVANCE OF THE MANDATORY DATE.

I WILL BE IN THE MUNICH OFFICE TOMORROW (INCLUDING LUNCH PERIOD).
CALL ME IF YOU HAVE ANY FURTHER QUESTIONS.

REGARDS,
N.W. MURRAY
+++JM

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