

act news

SPRING 1976



THE PHILIPPINE CONNECTION

Another link in Ben Line Containers' Europe/Far East services will be forged when the Company starts operating a container service to and from Manila beginning on June 1st. (For the full story, please turn to page 2.)

BLC TO LAUNCH PHILIPPINE/EUROPE

A CONTAINER service to and from Manila will be launched by Ben Line Containers Ltd., on June 1st, 1976.

The new service will use a feeder ship from Hong Kong to Manila in conjunction with Overseas Container Lines and Hapag Lloyd, with the round voyage taking approximately ten days. The feeder ship will be run under BLC's management in the Far East and the vessel will link into the frequent mainline service to and from Europe.

BLC look upon this expansion of their extensive container network as part of a natural expansion adding to their vast containerisation coverage already available to the trade in the Far East.

At the beginning, BLC envisage that the majority of cargo from Manila will be canned fruit, hemp, timber products and tobacco, and because of the extra speed and safety in transit — and the subsequent lower interest rates on cargo — the service should be a popular one with shippers and consignees, encouraging trade to prosper.

UNLOADING

Shoreside facilities in Manila are, at the moment, not adequate to cope with BLC's mainline container ships, so a feeder vessel has been chartered which has self-loading and unloading capability. The feeder vessel will off-load the 20ft or 40ft containers directly onto trailers at Manila, with the loading and unloading process being completed in under four days.

Containerisation is not an innovation to Manila as services already exist between the Philippines and other countries, but the introduction of a regular European container service should prove an advantage to many shippers and importers. The conventional service offered by Ben Ocean will continue and, as in other Far Eastern areas, shippers will be able to choose the method of shipment that suits them best.

Citadel Lines Inc. of Manila, who have



Typical of the BLC ships serving the Far East is the "Benavon", shown in this photograph taken recently in the Straits of Malacca. The launching of the Philippine Service is just one more example of BLC's efforts to improve service for shippers to that part of the world.

been appointed BLC agents for this new service, have considerable experience in other container trade routes and this, combined with the fact that they have been agents for the Ben Line conventional services for over a decade, will help ensure that BLC plays a leading role from the start of the new service. At the same time, Citadel Lines will be liaising locally with OCI and Hapag Lloyd agents in Manila in order to make sure that terminal operations function smoothly.

As in the pattern established by TRIO elsewhere, there will be keen competition in the service offered to the trade among the three lines. BLC expect the movement of containers to build up quickly and

that each sailing of the feeder ship will carry up to 150 containers each way during the first six months of the service.

In London, BLC's agent, Killick Martin & Co. Ltd., is launching a marketing campaign, in conjunction with Edinburgh, to let customers know about the new service, and the tariffs and schedules that will apply, to ensure that BLC provides the best service that it can from the beginning, which will be backed up by the personal calls being made by canvassers and technical advisers.

In addition, Bob Tookey, a director of Killick Martin, who has a wide experience

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Planning the new Philippine service at BLC's Head Office in Edinburgh are (left to right) Bob Howell, Freight Manager; Donald McCulloch, Marketing; James Young, Director BLC; George Inglis, Claims Manager; Michael Pretty, Financial Accountant; and Tom Kelly, Systems Manager.

CONTAINER SERVICE ON JUNE 1ST



Citadel Lines executives meet to make plans for the smooth operation of the new BLC Philippine Service. From left to right are: A. N. D. S. Macias, Marketing Manager; P. C. Siy, General Manager; R. C. Delgado, Executive Vice-President; R. T. Veloso, Comptroller; F. K. Tamayo, Operations Manager; P. B. Nisperos, Assistant Comptroller; and Capt. M. A. Villavicencio, Manning Manager.

(Continued from preceding page)

in the container business both here and in the Far East, is going to Manila. His visit is at the express wish of BLC and he will be explaining in detail the BLC operational system in Europe to Citadel Lines.

BLC To Serve France Direct For Far East

WHEN Ben Line Containers' ship "Benalder" called at Le Havre on April 22nd bound for Tokyo it signalled the start of a new service by Trio vessels.

The 17-strong Trio fleet, which includes some of the largest and fastest container ships in the world, will offer sailings approximately every ten days between Le Havre, Malaysia, Singapore, Hong Kong, Taiwan and Japan direct. The transit time of "Benalder" from Le Havre to Tokyo is 25 days.

Mr. Hamish Muirhead, Marketing Director of Ben Line, said in Edinburgh that he was confident that shippers and consignees throughout France would find Ben Line Containers Ltd. able to offer a greatly improved service to and from the Far East with Trio ships calling to load and discharge containers direct to Le Havre.

Henri Herpin Ets., who have offices throughout France will handle BLC operations — including inland transport — and also carry out the BLC Marketing (Eastbound) for cargo to the Far East. G. Feron et E. de Clebsattel, Paris, will act as BLC sales agents (Westbound) throughout France.

Francois Lecoq will act as "Agents des Navires" for BLC in Le Havre and will work in close liaison with Henri Herpin.

BLC Receive A Royal Visit



Ben Line Containers participate in many exhibitions and trade fairs held in the Far East in their constant efforts to promote overseas trade to and from that area. Thousands of people visit BLC's stands and among those stopping at their stand during the British Engineering and Technology Exhibition held in Hong Kong was HRH The Duke of Gloucester (left). He talks with Mr. I. A. C. Kinnear (centre), Senior British Trade Commissioner, and Mr. D. Keith-Welsh of BLC's Hong Kong office.

ELLERMAN AND BUCKNALL'S '35



Mr. K. S. O'Donovan (left) and Mr. R. B. Galloway inspecting an Ellerman container awaiting export. Mr. O'Donovan is presently developing the marketing and sales policies of Ellerman & Bucknall and Mr. Galloway is Operations Manager. They form part of the team developing container operations in South Africa.

IT has taken just 18 months for Ellerman and Bucknall in South Africa to accumulate '35 years of container experience!

In 1974 when the decision was taken by the U.K./Europe/S.A. Conference to containerise the trade, the then newly formed Company of Ellerman Harrison Container Line (EHCL) appointed E & B as General Agents in South Africa.

A new department was established in 1974 within E & B to form the foundation for the development of container operations. Experienced container personnel were needed and where better than Associated Container Transportation Services (ACTS) for recruiting purposes?

One of the early decisions taken was to introduce computerisation to process export and import documentation to the EHCL container fleet and provide management information. Mr. A. J. Stoner was invited to direct this important aspect of E & B's Container Division, in view of his extensive experience in the Management Services Group at ACTS's Head Office in Southampton.

KNOWLEDGE

Mr. Stoner's knowledge of regional operations gained in ACTS's Birmingham Offices as Deputy Regional Manager has permitted him to concentrate on the development of Regional commercial procedures in addition to Head Office computer requirements.

Also early in 1975, Mr. D. P. Hutchinson, Deputy Development Manager of ACTS, joined E & B as the Technical Adviser to the General Manager of the Container Division on matters such as type of container equipment to be purchased by EHCL and the Conference Reefer Container trials conducted with the Perishable Products Export Control Board.

Mr. R. B. Galloway, who has been appointed Operations Manager in Cape

(Continued on next page)

COMPUTERS AND CONTAINERS

WHEN the SA/UK containerisation era is heralded by the arrival in Cape Town of the first container vessel, the Burroughs B1726 computer installed at Ellerman & Bucknall (S.A.) will commence processing data for the benefit of EHCL clients.

The traditional shipping community has voiced a certain natural scepticism as to the necessity of employing a computer to handle what has been carried out manually for decades.

However, with the advent of containerisation, cargo will be moving in and out of South African ports many times faster than at present. This greatly increased cargo turn round could produce a severe documentation bottleneck if E & B did not have a computer to prepare the necessary documents. Because it has, the shipper will optimise the advantages gained by the speedier cargo service.

Another benefit to the shipper will be in

the accuracy of the processed data because the computer will be able to carry out a variety of checks that would be impossible to undertake manually. One of the side benefits of computer output is in the standardisation of formats. This ensures that Bills of Lading and other documents that are produced will always be in standard format, which is a great help in easing the frustration caused by badly formulated documents.

Many of the tariff calculations at present carried out manually will be done by the computer, thus freeing the shipping clerk to perform more purposeful tasks, so that he can be of greater service to E & B clients and ensure that calculations are accurate.

An incalculable benefit to E & B (and once again ultimately to its clients) is that once the computer has printed the documentation necessary for shipment of

cargo, the source is not lost. Later, when it is required to produce ships manifests, management statistics and accounting information, no further input of data is necessary. It is merely a matter of re-arranging the existing data to suit the report.

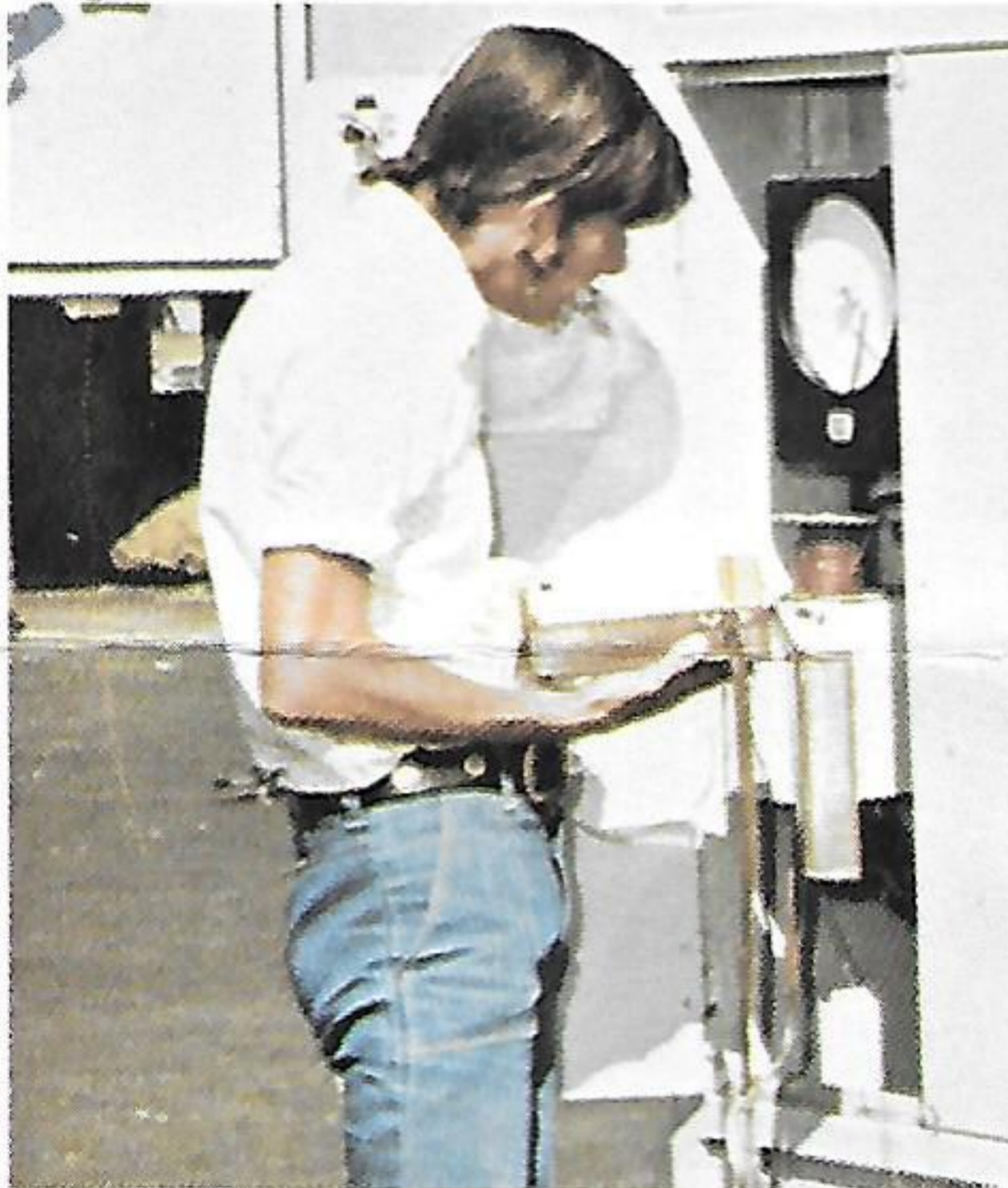
Thanks both to the computer and the great strides made in the technology of data communication, E & B will transmit complete manifest details of ships cargo to Southampton within three days of the ship leaving Cape Town.

This is of great benefit to the importer at the northern end of the trade because all the documentation necessary to clear and forward his cargo will be completed by the time the ship arrives. This equally applies to the South African importer, who will receive a similar service with computerised data from Southampton.

YEARS OF CONTAINER EXPERIENCE'



Mr. A. J. Stoner, who will direct computerisation development for Ellerman & Bucknall.



Mr. D. P. Hutchinson taking temperature readings of a reefer container in Cape Town Docks.



Ellerman & Bucknall are not only bringing container expertise to South Africa, but also are sending key staff around the world to study containerisation in action. Pictured are Reg Lewis (centre), Branch Manager at Cape Town, and Dennis Dyer (right), Branch Manager at Durban, being shown round Liverpool Container-base by Ken Thompson, ACTS Regional Manager.

(Continued from preceding page)

Town, originally visited South Africa in 1975 with the Conference cargo handling team. As Assistant Operations Manager in ACTS for four years, he is well qualified for the responsibility assigned him. With his sea-going background, as well as two years with the Ben Line Containers in Scotland and the Far East, he is well equipped for the forthcoming era.

RESPONSIBLE

Mr. K. S. O'Donovan is the only member of the container team not to have worked with ACTS. He joined Ellerman & Bucknall in October 1974 from Bell Lines, a short sea container operator, where as Commercial Manager he was responsible for marketing Bell Line Services to Ireland and the Continent. Mr. O'Donovan is presently developing the marketing and sales policies at Head Office in Cape Town as well as spending much time in the Branch Offices assisting the sales representatives.

The Branch Offices also have ACT representation.

INVOLVED

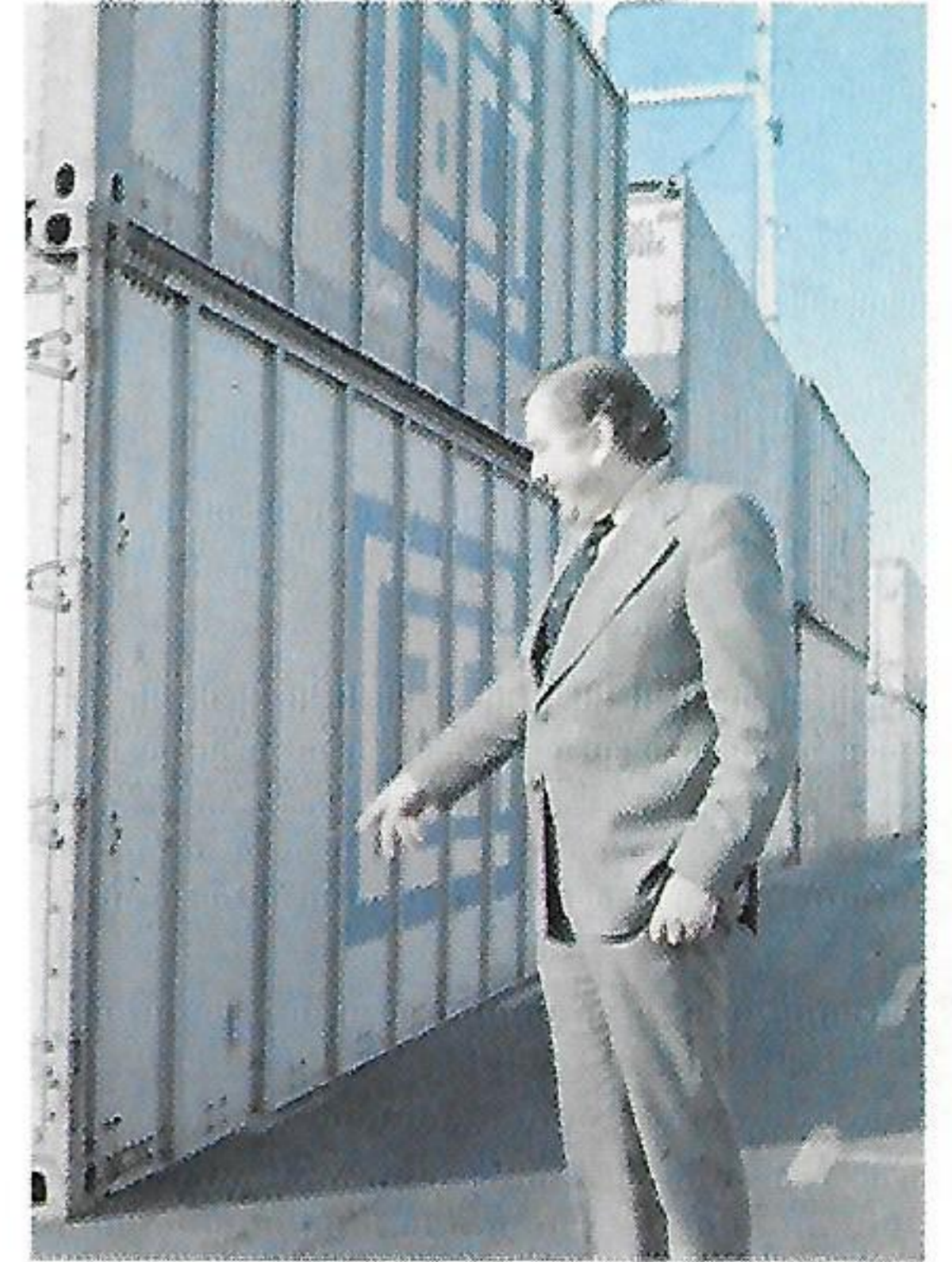
In Durban, Mr. G. B. Napier joined E & B in the latter part of 1975 as Sales Representative. During the past three years he was involved in the sales activities of ACT(A), Scottish Region, as Deputy Regional Sales Manager, before joining E & B.

Mr. B. Speck has recently taken an appointment in the Johannesburg Branch as Sales Representative. Although Mr. Speck joined E & B from the Anglo Soviet Shipping Company, he was with ACTS's Commercial Department in the North East

Regional Office in Leeds before joining the ACT(A) Sales Team. He spent five years with Anglo Soviet before coming to S.A. in January 1976.

E & B feel this top team forms a firm basis with which to provide total customer service and one from which they can view the future with confidence.

R. G. PHILLIPS Continental Rep.



Mr. R. G. Phillips inspecting containers at the Port of Zeebrugge.

Mr. R. G. Phillips has been appointed Continental Representative for Ellerman Harrison Container Line (EHCL).

Mr. Phillips, who was educated in France and England, joined Ellerman & Bucknall Head Office in London in 1949 following National Service in the Royal Marines. He was mainly employed in the South African Homeward Trade Department.

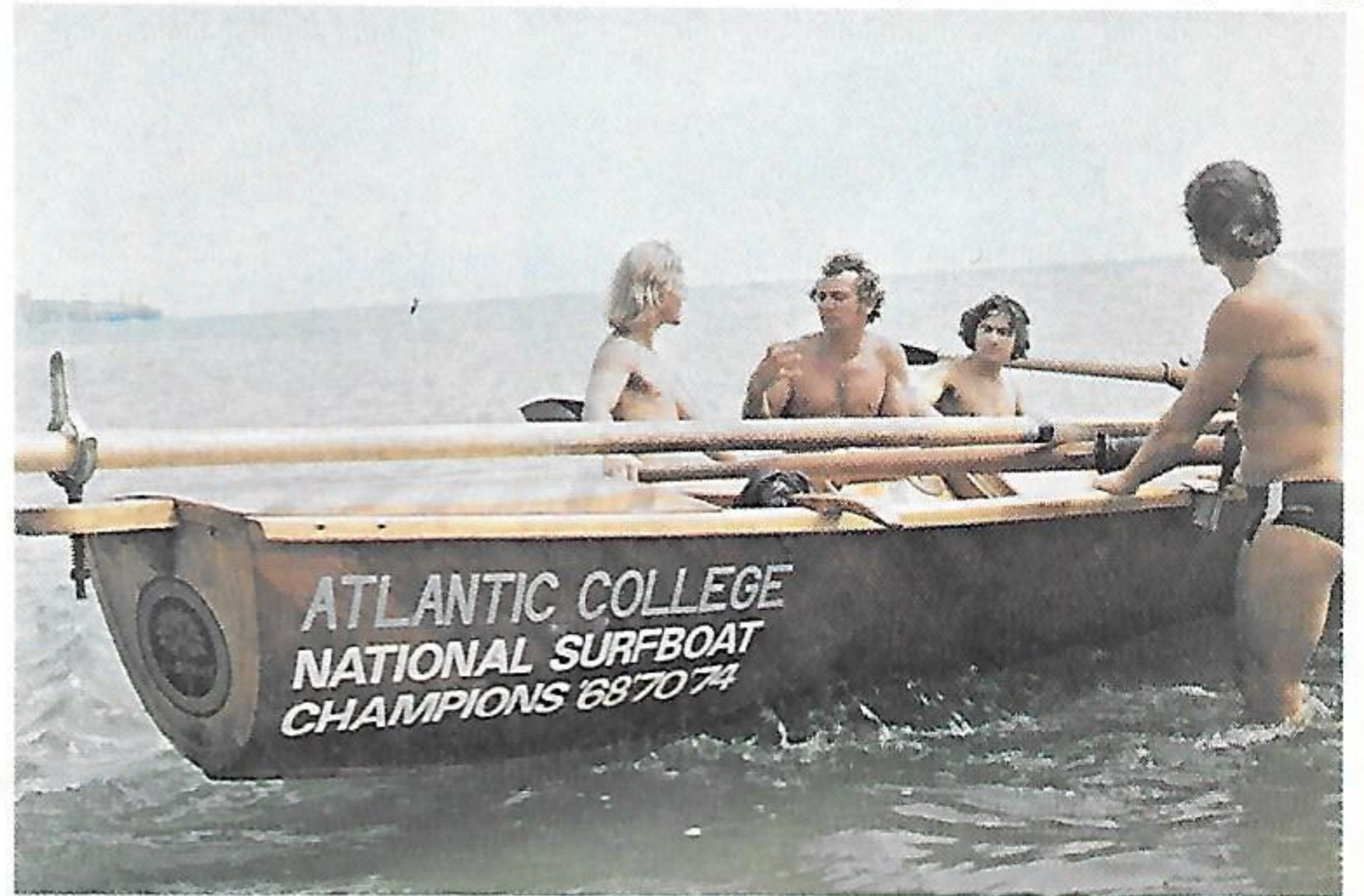
In 1952 he transferred to Watson Brown & Cie. in Dunkirk, who were agents for Ellerman Lines and later also Blue Port Management. One of the main activities of Watson Browne was the Homeward Trade from South Africa, Australia and New Zealand. They were also closely involved in the inland distribution of wool to French mills.

Mr. Phillips became Manager of Watson Browne in 1966 and in 1969 he transferred to ACT(A), but maintained his office and residence in Dunkirk. As Continental Manager for ACT(A), he was directly involved in the many aspects of developing the container trade on the Continent with Australia and later New Zealand.

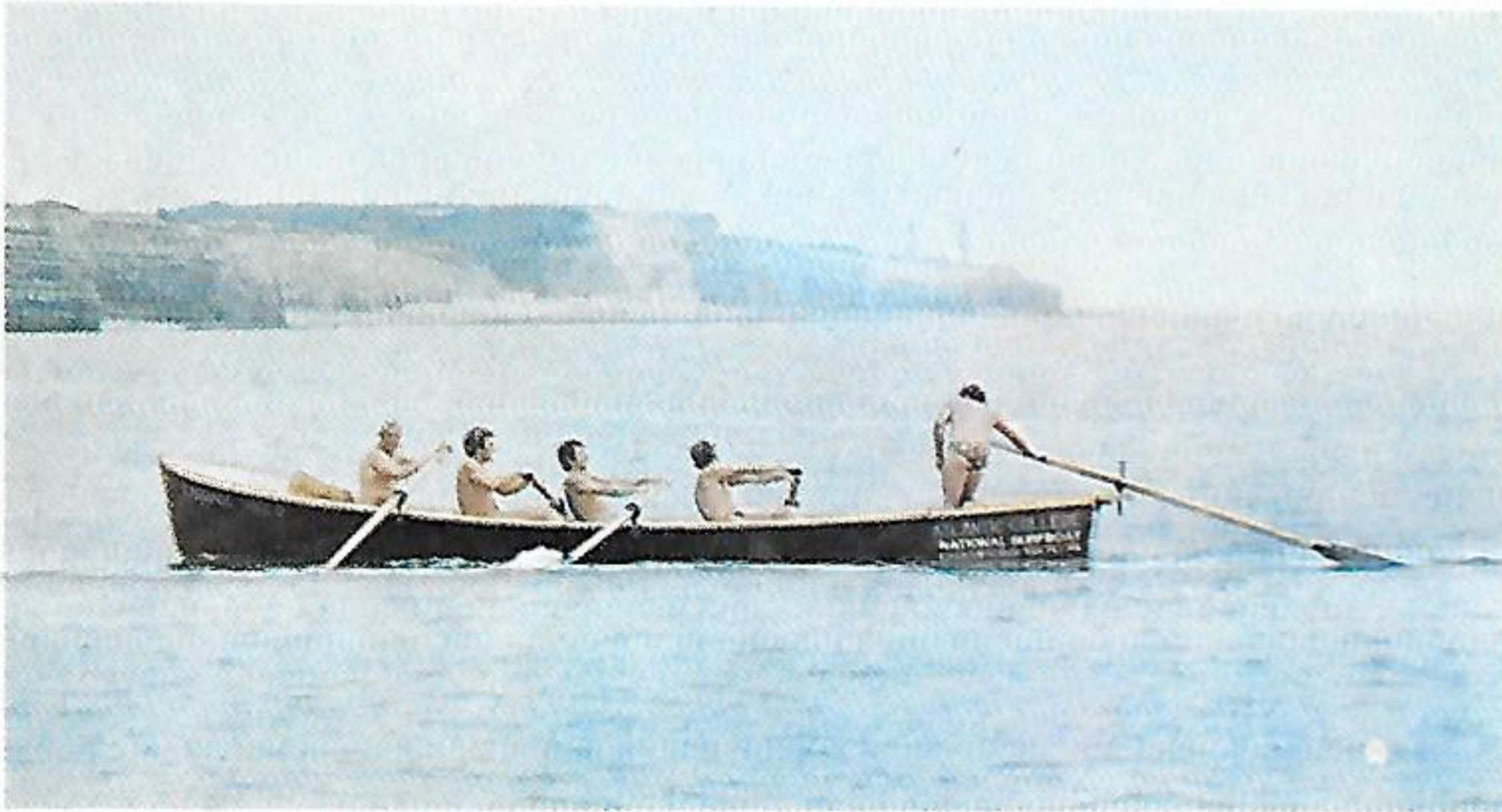
Australian Surf Life Savers



Surf lifeboat arrives from Australia and is unloaded from the container after a safe voyage.



Ron Payne (second from left) of the Australian Team gives instruction in handling the surf lifeboat to students of Atlantic College, Wales.



The Atlantic College students practice rowing the boat out to rescue a swimmer in trouble.



After the swimmer is picked up, he is brought to the beach and is lifted gently out of the boat.



Members of the Australian team acting as "rescuers" and "rescued" give a demonstration of how one man can bring a swimmer onto the beach.



Mouth-to-mouth resuscitation techniques are explained and the correct method is shown.

Visit Britain on European Tour

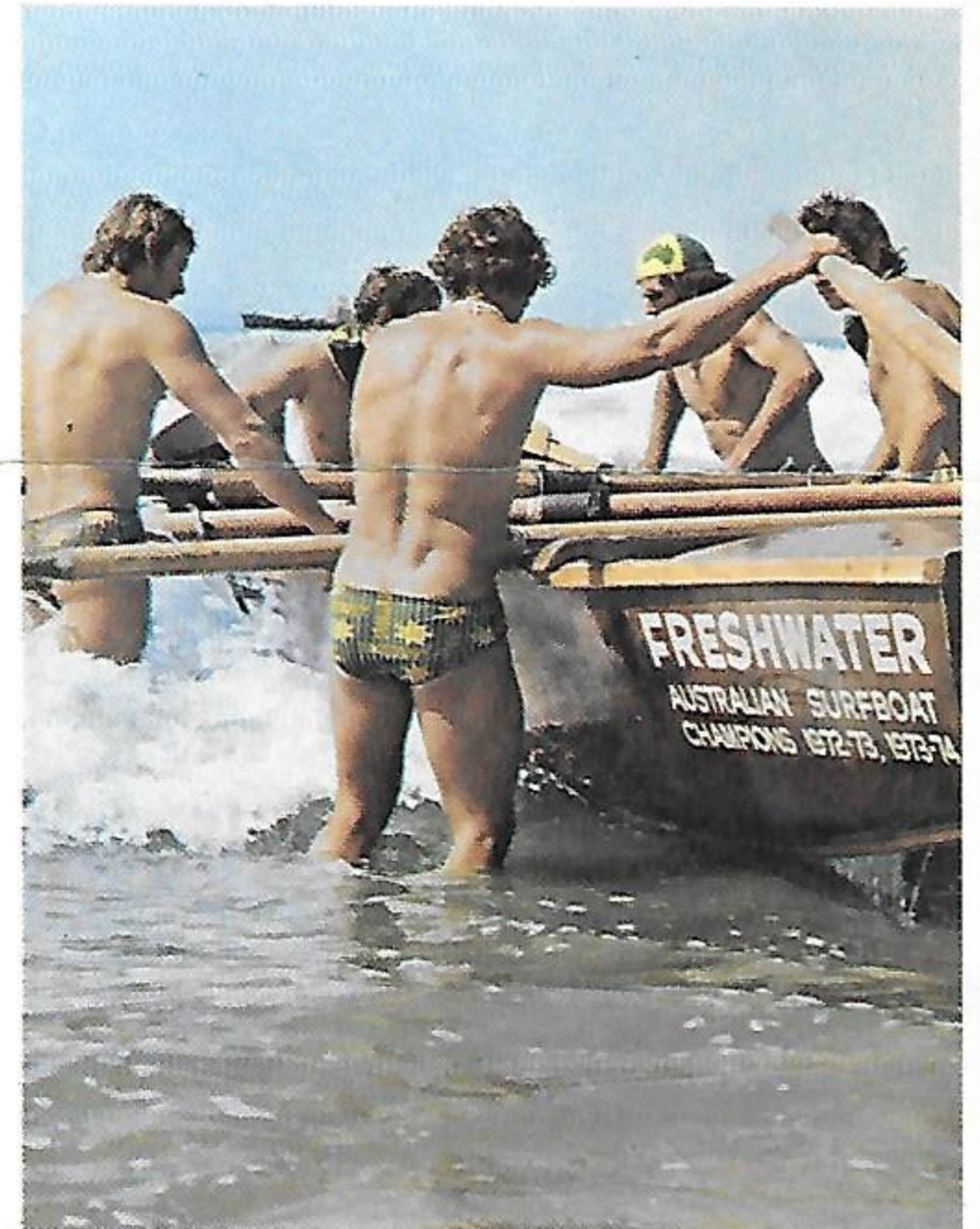


Australian Team participating in the Opening March at the Surf Life Saving Championship of Great Britain held at Croyde, Devon.

A REPRESENTATIVE surf team from Australia visited Great Britain on their European tour and gave demonstrations, instructions and classes and participated in the Surf Life Saving Championships held in Croyde.

The team was composed of some of Australia's outstanding national and international champions with an impressive list of credentials covering such events as Surfing, Beach Sprinting, Surf Skiing, Iron Man, Surfboarding, Surf Swimming and Rescue and Resuscitation.

The team's itinerary in Great Britain included Atlantic College in Wales, where they held demonstrations and gave instruction during the European Lifeguard Training Seminar held there. Everywhere they went, the team's tremendous knowledge of all aspects of surfing and their formidable physical preparation made an excellent impression on those watching them.



The surf lifeboats can be launched in the heaviest surf because of their unique construction.



Three of the teams participating in the Championships in Croyde make ready to start in this event.



The Australian Team in action heading out over the surf to "rescue" a swimmer in difficulty.

THE MAIN ROAD TO AUSTRALIA

THE scope and flexibility of Associated Container Transportation (Australia) operations is clearly demonstrated by participation in the ScanAustral/ACT(A) car carrying service.

It was in January 1971 that agreement was reached between ACT(A) and ScanAustral in order to offer customers an exclusive vehicle roll-on/roll-off service between Europe, Scandinavia and the main Australian ports. The responsibilities for the new service are divided, so that all operations in the United Kingdom are attended to by ACT(A) and in Europe, Scandinavia and Australia by ScanAustral.

As the service developed, it became necessary for two new ships to be built for use on the routes to and from Australia and in December 1972 the newly commissioned "Tricolor" and "Barranduna" made their maiden voyages in the fleet colours. Since then, the fleet has ex-



One of the modern ships built especially for use from Europe to Australia, the 'Barranduna' was launched in late 1972 and is one of the modern fleet of ships used to speed motor vehicles safely from the U.K. and Europe to Australia.



FRED PICKETT

looks after the ScanAustral/ACT(A) car carrier service in the U.K.

panded to take in three more specially built vessels.

Each vessel is designed specifically for the roll-on/roll-off operation with four steel decks below the weather deck, extending the full length of the ship, giving a total capacity of about 190 vehicles. Every deck is linked by a sloping ramp for ease of access and loading onto the ships is by a hinged-angle stern ramp which can be adjusted to suit both tide and draught at any port of call.

The transit time to the first Australian port is three weeks, and ports served in Europe are Gothenburg, Hamburg, Rotterdam and Flushing with vehicles from the United Kingdom destined for Australia being loaded at Tilbury or Sheerness.

The ScanAustral/ACT(A) service has carried over 12,250 vehicles since the agreement was signed five years ago, thereby establishing the service as one of the main roads to the Australian continent.

Taking Coals to Newcastle . . .

TAKING a 1956 100E Ford Prefect from Australia to England for a holiday trip might seem like taking coals to Newcastle. But hot-rod enthusiast, Don Bentley, 24, of Paradise, Australia, saw it differently.

He and his wife, Linda, had planned an overseas trip for some time. They thought the cost of travelling in Europe might be

prohibitive until they decided to take their 'street rod' with them, and it was shipped in an ACT(A) container.

It's no ordinary car — it doesn't run on petrol; instead, it uses propane gas, and the conventional three carburetors have been replaced by triple gas mixers.

A happy holiday to the Bentleys!

Port of Zeebrugge Day



The Port of Zeebrugge Day held at the Savoy Hotel in London recently was a successful event with more than 400 British and Belgian guests attending. In the photograph, Mr. Roy L. Davis (second from right), ACT(A)'s Marketing Manager, explains containership design to Mr. Clinton Davis (centre), British Parliamentary Under Secretary of State for Commercial Aviation and Shipping. Looking on are Prof. Dr. Ec. O. Vanneste (left), Director of the Zeebrugge Port Authorities; Mr. Jos Chabert, (second from left), Belgian Minister for Transport and Port Policy; and Mr. Leon De Weerd, President of the Chamber of Commerce in Brugge.

CLEANLINESS OF CONTAINERS ESSENTIAL IN TRANSPORTATION OF EDIBLE PRODUCE

"THE cleanliness of containers for the carriage of edible produce makes great demands on the design and operation of containers and continuing vigilance is required," according to Mr. John H. Ormiston, Engineering Design Manager of ACTS.

In a speech delivered at The British Institute of Cleaning Science — Food Group — Symposium on the subject "Aspects of Cleaning Containers Used for the Bulk Transport of Food and Beverages," Mr. Ormiston said that for the transporting of foodstuffs, the container must be clean and dry before loading and after carriage must be able to be easily cleaned.

"Linked to these conditions are the terms of any statutory requirements which may be imposed by any of the countries' governments which are involved in the trade routes," he pointed out.

Mr. Ormiston went on to say that at present there were no United Kingdom regulations specifically concerned with the carriage of goods in containers; however, all plant health orders are in force. In addition, normal regulations with regard to the prevention of the contamination of foodstuffs apply.

Mr. Ormiston said that the most stringent of these requirements are those related to the Australian Department of Health and he said "if these regulations are met, it automatically follows that all other regulations will be met."

Mr. Ormiston then went on to outline the procedure for cleaning ACT containers. "The containers are checked after off-loading of cargo and the nature of any



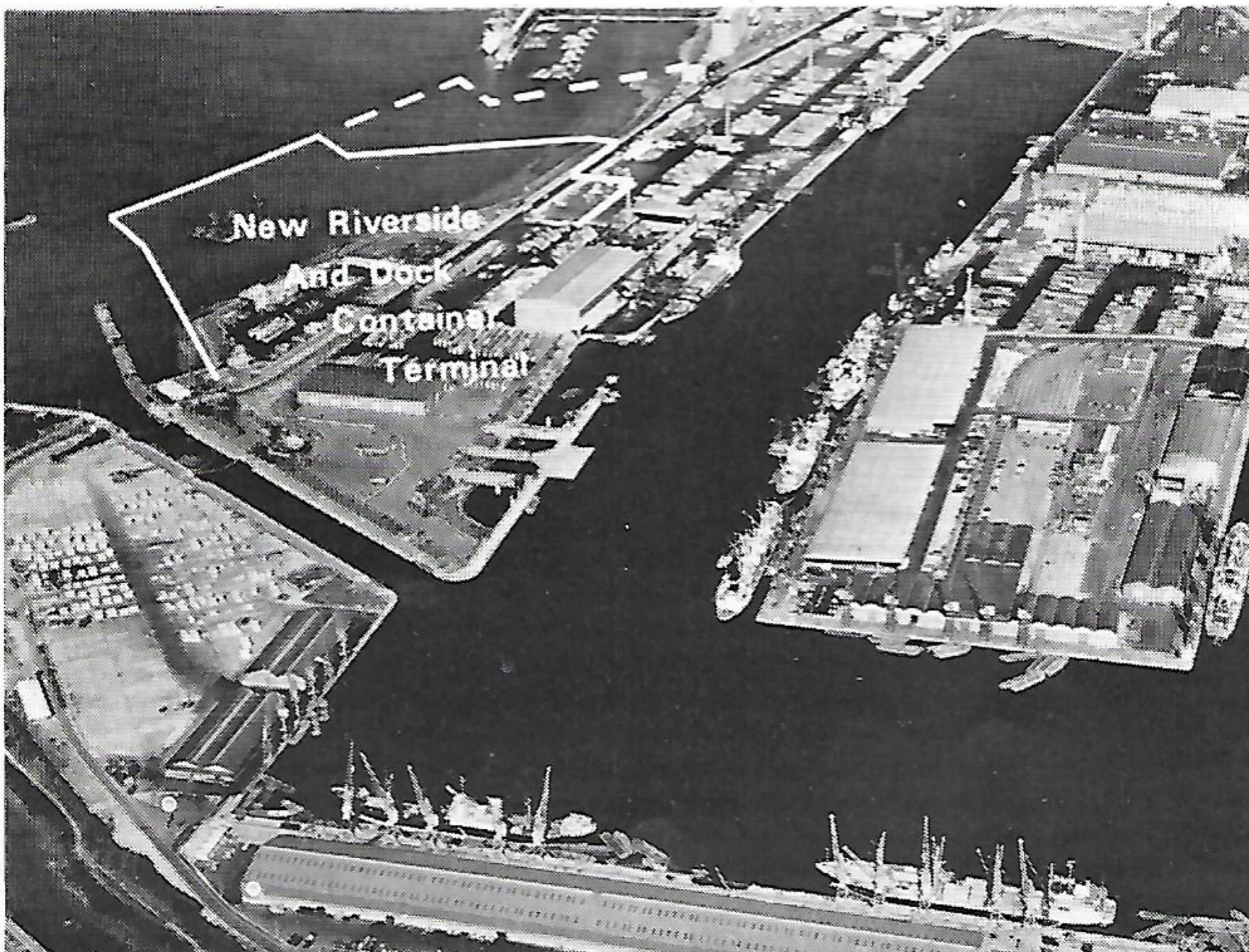
Discussing the programme shortly before the symposium begins are (left to right) Mr. C. G. Stillman, Secretary of the Group; Mr. J. B. Hoyle of the National Institute of Research in Dairying, who was one of the speakers; Mr. D. Longbottom, Chairman; Mr. J. H. Ormiston, Engineering Design Manager of Associated Container Transportation Services (ACTS); and Mr. R. A. Davies, Past Chairman.

spillage, infestation or contamination identified. If any interior woodwork requires cleaning, it is thoroughly dry-brushed before any wet cleaning. Excessive wet cleaning is avoided where no floor drainage outlets are fitted.

Following wet cleaning with a suitable detergent, clean fresh water is used, followed in turn by thorough dry-brushing. Metal surfaces are scrubbed with hot fresh water and detergent, followed by washing with warm fresh water," Mr. Or-

miston said.

Describing what is being done to keep the older containers of ACT clean and smart, Mr. Ormiston said that the company had at present a project involving the refurbishing of Glass Reinforced Polyester (GRP) linings in containers and that the Company was trying to interest machine manufacturers to develop an automatic machine to clean the internal surfaces of both insulated and refrigerated containers.



Location of the new Tilbury Container Terminal.

£16 million Container Terminal for Tilbury

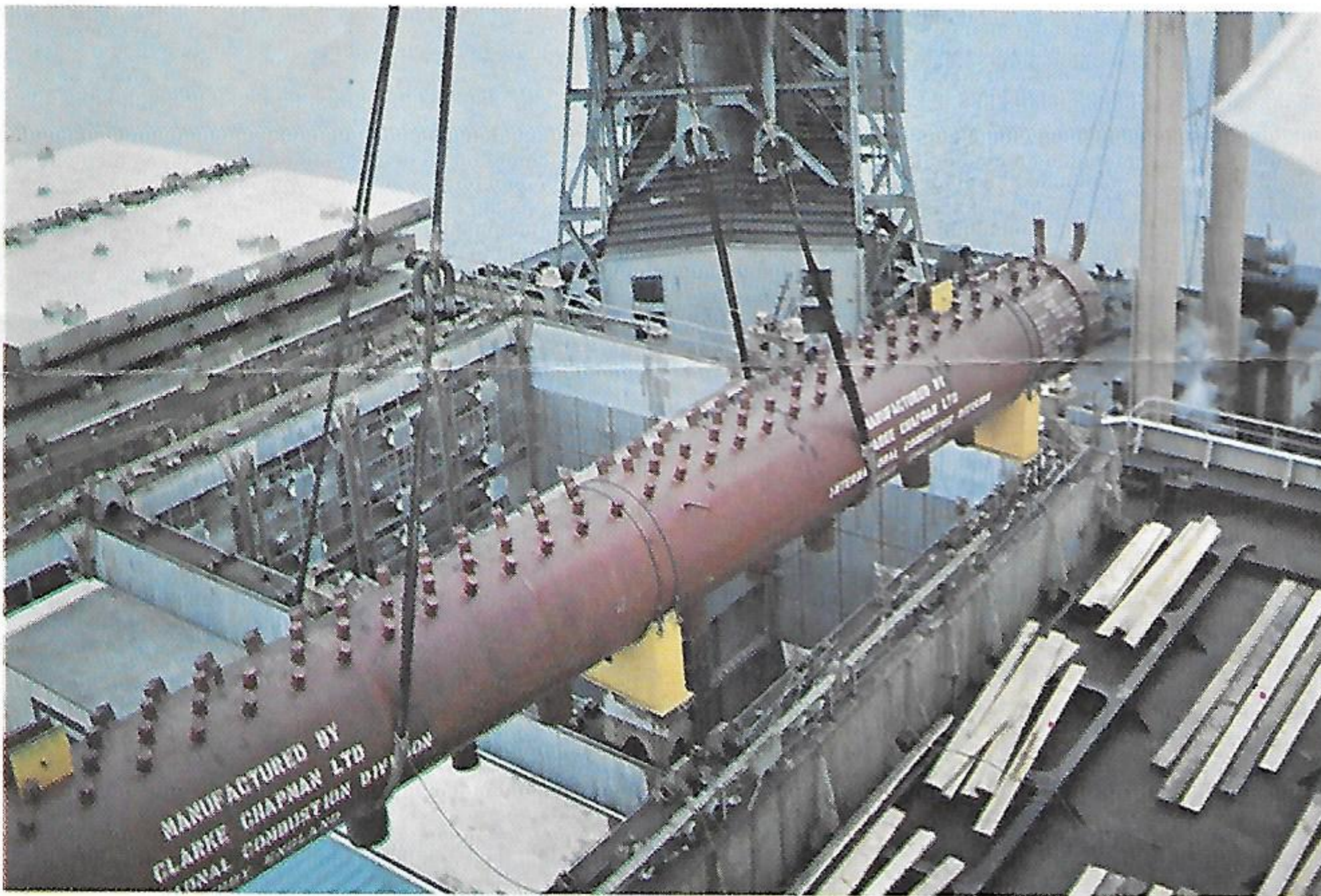
A MAJOR new container complex costing £16 million to serve the planned growth of the container trade between Britain and Australia/New Zealand is to be built at Tilbury Container Port.

The terminal, a joint investment of ACT(A), OCL and the Port of London Authority, will be able to receive the largest container vessels currently afloat or envisaged. Work will begin this summer and completion is scheduled for mid-1978.

Construction work on the 64-acre site will include the reclamation of 25 acres from the Thames and the creation of a new 1,000-foot-long deep water quay. The development will absorb ACT(A)'s operations currently carried out at the multi-user berth.

The terminal will have a capacity of between 170,000 and 190,000 containers per annum and will be equipped with the most modern container handling equipment and refrigerated storage arrangements for nearly 1,500 containers, at any one time.

The 'Mammoth' and The 'Monster'



A 170-tonne steam distributor drum destined for Australia is loaded aboard ACT(A)/ANL's 'Australian Endeavour' at Seaforth by the floating crane 'Mammoth'. Looking for all the world like some monster from outer space, the 73' 7" (2244cms) drum is being shipped to International Combustion of Melbourne for its Newport Power Station by the Agent General for Victoria. The giant drum was manufactured by Clarke Chapman Ltd. of Derby.

The photographs show the loading of an enormous boiler drum at Liverpool's Seaforth Terminal. (Top from left to right) The 'Monster' is carefully lifted off the trailer which has brought it from the Clarke Chapman factory in Derby; it is slowly swung onto the floating crane, 'Mammoth', and then gently moves towards the 'Australian Endeavour'. The drum is hoisted over the side of the ship and manoeuvred into position (above); then it is lowered to the deck where it is secured for the voyage (right).



ACTS/ACT(A) APPOINTMENTS



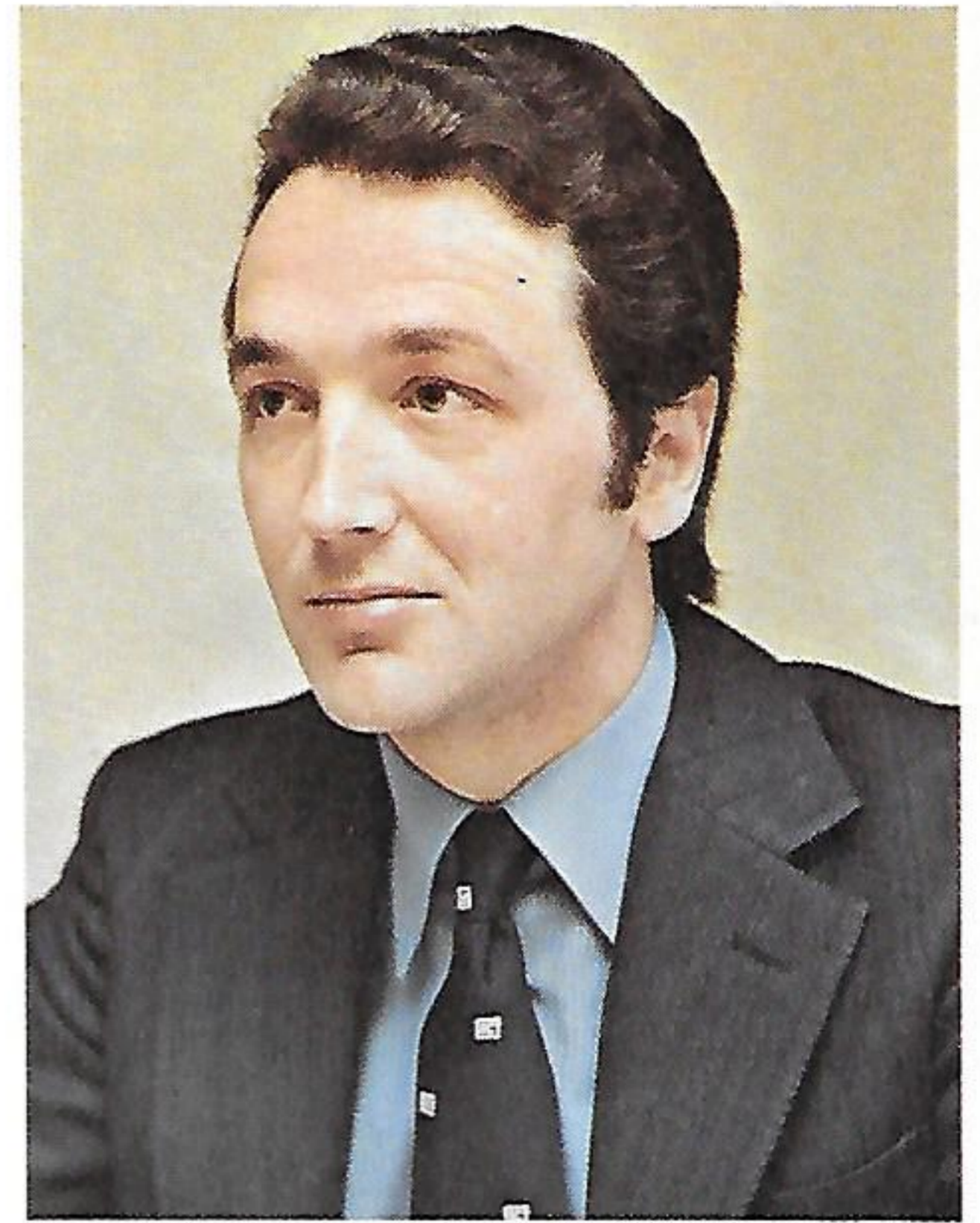
W. CAMPBELL

TWO DIRECTORS FOR ACTS

Mr. P. R. A. Bainbridge and Mr. William Campbell have been appointed to the Board of Associated Container Transportation Services Ltd. (ACTS).

Mr. Bainbridge, who is Development Manager of ACTS, joined the company in 1966 as Technical Research Manager from British Rail's Operational Research Department.

Mr. Campbell, who is Operations Manager of the European Division of ACTS, joined the company as Transport Manager after being Commercial Manager for Silver Roadways, a wholly-owned subsidiary of Tate and Lyle.



P. R. A. BAINBRIDGE

McAdam Appointed

Mr. G. L. McAdam has been appointed International Equipment Controller of Associated Container Transportation (Australia) Ltd. in London.

Mr. McAdam joined ACT New Zealand in 1971 as Computer Operation Supervisor and for the past 2½ years he has been Container Controller for the Company. He worked for New Zealand Forest Products in 1968 before joining ACT.

His successor in New Zealand is Mr. Brian Condon.

Mr. McAdam is married and he and his wife have a 10-year-old boy. He is a keen sportsman and plays cricket and golf; he used to play rugby football and is an avid fan.



C. M. MORSE

ACT(A) General Mgr.

Mr. C. M. (Mike) Morse has been appointed a General Manager of Associated Container Transportation (Australia) Ltd.

Mr. Morse joined ACT Canada in 1970 as Development Representative and transferred to ACT(A) London in 1973 as Assistant General Manager and was also appointed Operations Manager. He graduated from Bishop's University, Lennoxville, Quebec, with a B.Sc. in Chemistry and Maths and obtained his MBA degree at McGill University, Montreal, in Business Administration in 1965.

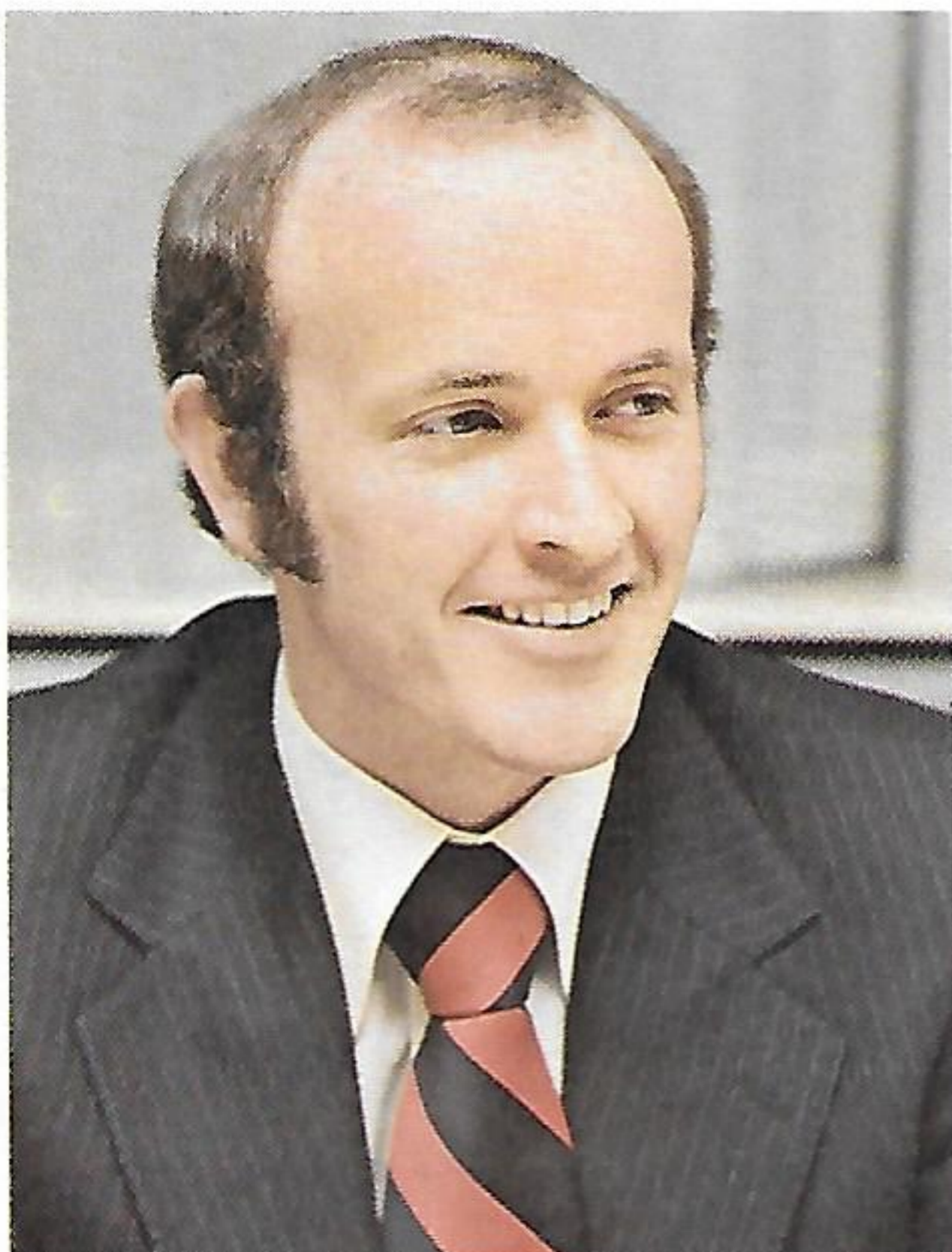
Mike Morse worked with Chemcell Ltd. in Montreal as Market Research Analyst and later as Distribution Manager before joining ACT.

ACT(A)'s Assistant GM

Mr. M. R. F. Cartwright has been appointed Assistant General Manager of Associated Container Transportation (Australia) Ltd.

Mr. Cartwright joined ACT in 1967 as Computer Systems Analyst. He transferred to ACT USA in 1970 as Assistant Data Processing Manager and helped set up computer and associated systems when the PACE Trade was introduced.

In 1972 Mr. Cartwright returned to London and became Assistant Operations Manager, Container Control, with ACTS. In 1973 he transferred to ACT(A) and in 1975 he was appointed Manager of the Commercial Planning Department of ACT(A).



G. L. McADAM



M. R. F. CARTWRIGHT

Invasion by Mars Delights Australians

WHEN Mars decided to introduce their world-famous Slough-made Mars Bar in Australia, there were tremendous problems to be solved in order for it to be a successful operation.

Mars bars had been made and sold in Australia under licence, but Mars felt they weren't realising their full market potential and decided that they would ship the large U.K.-size bar — a different shape (and packaging) — directly. To handle this complex project, they appointed Mr. Gwyn Gwilym to take charge of the operation.

Mr. Gwilym set up Mars Confectionery as a subsidiary company to Master Foods Australia Pty. Ltd. in Melbourne and began negotiating arrangements for transport, warehousing, distribution, merchandising advertising and publicity.

A consumer research programme was carried out, legal advice obtained



Mars marketing policies and ACT(A)'s service are the subject of the conversation between Mr. V. Mentzel (left), Mars' U.K. Marketing Director, and Mr. Roy L. Davis, ACT(A)'s Marketing Manager.

and preparations made for merchandising and point-of-sale displays.

Among the publicity exercises he organised were: giving Mars bars as prizes on radio and television shows; sampling over 1500 friendly Melbourne taxi drivers and many of Melbourne's modelling students and secretarial school students; over 40,000 new Mars bars were sampled by their inclusion in a popular Royal Melbourne Show Bag; and students from modelling schools wearing "New Mars Are Marvellous" T-shirts



Discussing shipments of Mars bars from the Slough factory are Mr. Gwyn Gwilym (centre), in charge of Mars' operations in Australia; Mr. Phil Starling (left), ACT(A)'s Marketing Manager, Victoria; and Mr. Phil Kelly, ACT(A)'s Branch Manager, Victoria.

sampled shoppers in malls, plazas and car parks at peak shopping times.

Television commercials emphasised the nutritious quality of the product using the slogan "A Mars a day helps you rest, work and play". Advertisements were placed in both national and trade press to announce the launch and highlighted Mars bars' international popularity.

And all the hard work and promotional projects are paying off as sales of the new Mars bars are higher than was the case with the indigenous product and the Company is considering the possibility of introducing other of their products there.

One of the reasons for the success of the new Mars bar is its English size — the 'real' Mars bar, according to Mars' U.K. Marketing Director, V. Mentzel — which gives a better taste and was preferred by a large majority of those Australian consumers who were asked to participate in the tests carried out. The bar produced there formerly was longer and thinner and "it's the bite that makes the difference", said Mr. Mentzel.

To ensure that the bars arrived in perfect condition, it was necessary to ship them at a constant temperature and it was decided that this could best be achieved by shipping in containers, which also reduces pilfering. From there it was a natural choice to select ACT(A), known for its service and 'caring' about its customers just as Mars themselves who have been operating from their factory in Slough since 1932 and who closely watch

that only the highest quality ingredients are used and careful control exercised.

Indications are that this outstandingly successful marketing operation in Australia can only mean that Mars bars will continue to increase in popularity and sales 'down under'.

Frank Williamson Returning to ANL



Mr. Frank Williamson (left), Assistant General Manager of ACT(A), is returning to Australia to rejoin ANL after two years with ACT(A) in London. He is pictured here with Mr. Alexander Macintosh, Managing Director of ACT(A), discussing plans for increasing the trade between Australia and the U.K.