

Message

**From:** Evans, Paul [/o=SGMAIL/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Evans, Paul2c3]  
on behalf of Evans, Paul [/o=sgmail/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=evans, paul2c3]  
**Sent:** 15/07/2014 08:59:55  
**To:** Hartlebury, Bex [rhartlebury@celotex.co.uk]  
**Subject:** RE: RS5000 Press Lunch

Thanks for looking into this. Let's discuss tomorrow when we are both back in. I am comfortable with the amount and range of literature/materials we have for this.

Craig's view was that the above 18m part was not always prominent enough and we can look at this on the spec guide, technical guide and datasheets. We always need to be careful how we validate the +18m message. We can't have it in too many places as a stand alone statement. I'd be concerned we would need to get too techy with the press media and end up causing confusion.

Thanks  
Paul

**Paul Evans**

Head of Marketing

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**From:** Hartlebury, Bex  
**Sent:** 11 July 2014 16:05  
**To:** Chambers, Craig; Evans, Paul  
**Cc:** Seaton, Lizzie  
**Subject:** RS5000 Press Lunch

Okay, have had a chat with David after listening yesterday about maybe RS5000 not being visible enough.

There is a restaurant in London called the Duck and Waffle on the 40<sup>th</sup> Floor of the Heron Tower. This overlooks the Gherkin and has a private dining area for 18 people. We could hold a press lunch where we can give out press packs and also give a real insight into the product and what this means for Celotex. The cost is not too bad and is only £1,000 for 18. It would then give us a lot more free media coverage across all the main titles.

Here is the link to the website where there is a bit more information <http://duckandwaffle.com/private-dining/>

Let me know what you think and whether it is something you want to pursue

Thanks

**Bex Hartlebury**

Marketing Communications Manager

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