

## HERCULES DELIVERIES IN SEALED CARTONS

Now applied to all the models

THE sealed, dustproof cartons introduced for the first time by Hercules for deliveries to the company's Glasgow depot (the *Trader*, June 25, 1955) will be in future used on all machines sent to dealers in Britain from the Birmingham factory. Arthur Chamberlain, Hercules managing director made this announcement last week and, in commending the scheme to the attention of traders, called it a revolutionary stride forward.

Describing Hercules cartonizing in a letter, E. T. Wilkins, sales manager, says that experience gained in sending bicycles across the Atlantic has led to the new method of packaging being adopted at



**HERCULES CARTONIZING**—Now to be general in deliveries to British dealers. The illustration shows a machine being placed into its carton.

home. He adds that with normal transit and storage, bicycles can be easily marked, and continues by saying that it is in the interests of all that new bicycles should be handed over to customers in perfect condition. Mr. Wilkins goes on:

In an effort to help you to achieve this most important selling feature, and also to reduce your handling and storage costs and problems, we propose to pack all our machines in cartons for despatch and storage.

The initial cost of cartons large enough to accommodate a bicycle is high, and the success of our plan will depend entirely on being able to use each carton for a number of deliveries. We therefore seek your full co-operation in the careful handling and storage of this valuable packing medium.

Cartons will be returnable and will be collected, when empty, by our own delivery vans. Each carton will be numbered in a way which will make it identifiable, and will be charged to you at the nominal figure of 7s. 6d. each, on a carton



**REPRODUCTION** of a Hercules poster telling how British riders finished the Tour de France.

account. When the carton is collected by us, your carton account will be credited.

Bicycles are packed in these cartons, fully-assembled, with the exception of handlebars, saddles and pedals. Experiments carried out in our factory, with inexperienced personnel, have shown that a bicycle can be unpacked and completely assembled in ten minutes.

We are planning that all our bicycles for the home trade will be delivered in sealed cartons in the very near future, and arrangements have been completed whereby our Juveniles, i.e. Glidos, Jeeps\* and Rangers, will be delivered in this manner from now on. Similar cartonizing is to be applied to James bicycles.

### *Hercules models for Christmas trade*

**DELIVERIES** are now available to dealers of Hercules Jeeps and Rangers in their new exclusive colours and two-tone trim, for which there is no increase on the retail prices.

The new colours are flamboyant blue, carmine red and Lincoln green. In addition, the Jeep is offered in a particularly smart combination—black with a two-tone ivory trim.

The appeal of these glamorous machines should be immediate—and because of cartonizing, dealers can store these models easier than ever before for the Christmas trade.

# IceniCAM Information Service

