

Nuno Loureiro

From: Nuno Loureiro
Sent: Monday, November 04, 2002 6:09 PM
To: 'slpete1'
Cc: Roberto Garcia
Subject: RE: 15 day report

Tracking: **Recipient** **Delivery** **Read**
Roberto Garcia Delivered: 11/4/2002 6:09 PM Deleted: 11/11/2002 6:27 PM
'slpete1'

Hi Scott,

Following Eric's comments, can you please send us the proposed conditions for the warehousing and transportation outsourcing.

Thanks in advance
Nuno

-----Original Message-----

From: Eric Van Innis
Sent: lunes, 04 de noviembre de 2002 12:32
To: slpete1
Cc: Roberto Garcia; Nuno Loureiro
Subject: RE: 15 day report

Dear Scott,

Thanks for your report,

1. Marketing material, obviously, more than important tools to make us trustable.
2. Tradeshows, are good communication channels from our experience.
3. Sales in October, only 50% of your revised targets and the question to be done is why? I think we should be able to see now concrete signals of an inversion of the trend, we established for 2003 a break even principal, to achieve that you have to invoice something as 660 000 USD and if you have 7 months of consuming it's means an average of 95 000 USD during these months or in other words October 2002 multiply by 10. So I hope to see in November and December other figures to make the multiplying factor realistic.
4. Packaging, issue to be analyzed by Madrid.
5. Outsourcing of warehousing and moving, if it brings savings and secures a good customer service we have to choose for it, we have a similar situation running well in Italy, product responsibilities, warehousing and moving insurances are issues to be analyzed, issue to be followed by Nuno and Roberto.
6. Field trial, I'm waiting for your report.

Regards,

Eric

-----Original Message-----

From: slpete1 [mailto:slpete1@email.msn.com]
Sent: quinta-feira, 31 de Outubro de 2002 18:30
To: Eric Van Innis; Nloureiro@tradecorp.sapec.pt; Roberto Garcia
Subject: 15 day report

Gentlemen,

Please consider this my 15 day report.

1/18/2003



1. I have attached photo's of marketing materials we have begun to use recently.
Binder; Our new label book with much of the advertising material that Marc has put together
Gauge and Binder: Rain gauges for gifts and the exterior of the binder
Booth: Our booth at a recent Tradeshow
2. We will be at two Tradeshows in November:
Fruit and Nut show on Nov 7th
Wine grape show on Nov 15th
3. The CAPCA tradeshow this past month was perfect for us, the audience was exactly who we must market to.
4. Eric Olsen continues to make headway in the desert with many meetings set up for Nov. and December.
5. Our sales for the remainder of this year will be from a limited area and number of retailers. A key for us will be one particular customer in the San Diego area.
6. As you can see in the N+3 we only achieved half of the 20K I had determined would be seen in Oct.
7. Attached (File 0014) is a photo of packaging used for Sequestar in the U.S., I know that a multinational box has been worked on for quite some time and a lot of effort has been made towards it. This packaging is most likely familiar to you. I see a couple of advantages:
 1. Cost of packaging (not taking into regard equipment for filling)
 2. Compact packing: A pallet of our material in these bags, 600 kg would only stand approx. 1 meter high and therefore we could stack this and truly fill a container and save room in transport and storage.
 3. A concern would be the crushing on the micro-granular that I assume would occur.
8. I believe (I will send a financial look) we will begin using a warehousing firm in California, closing the current warehouse and moving to an office. Considerable savings will be seen in labor and transport with this change.
9. We will have the first Field Trial complete report next week.

Scott