

DATE : 19 JANUARY 2024
TO : ALL TAG OPERATIONS
FROM : MARKETING DEPARTMENT
SUBJECT : NEW KRAFT BAG

RNO-MKTG-MA-2024-04

Please be informed that a new KRAFT BAG will be distributed across all The Abaca Group Stores. **All existing kraft bags shall be utilized until supplies last.** The new kraft bag has the same dimensions as the existing kraft bags, only the print has been changed. Please refer to the attached photos below for your reference.

FRONT AND BACK PRINT



SIDE



TAG OPERATIONS: Include this memo in your briefing and cascade accordingly.

SUPPLY CHAIN: Please cascade ordering and charging specifications to brand heads.

ALL CONCERNED DEPARTMENTS: Please be guided on the inclusions.

Let me know if you have clarifications.

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**THIS MEMO AND ITS ATTACHMENTS ARE FOR THE EYES OF
THE ABACA GROUP EMPLOYEES ONLY**



THE ABACÁ GROUP