Monsanto

CALL REPORT – ORGANIC DIVISION

DICTATE IN SEQUENCE:
1. HEADING INFORMATION
2. NAMES OF ADDRESSEES
3. NAMES OF CARBONEES
4. IMMEDIATE ACTION NEEDED
5. REPORT ON CALL

REPORT CAPTIONS:
1. OBJECTIVE
2. PERSONS CONTACTED
3. RESULTS
4. ACTION REQUIRED

CUSTOMER NAME		DATE OF CALL
W.R. Grace – Construction Product Division		4/22/70
CITY AND STATE	DATE RECEIVED	DATE TYPED
6051 W. 65th St., Chicago, Ill.	4/23/70	4/23/70

CUSTOMER MAILING LIST CHANGES – SERVICE CENTER USE ONLY

NAME AND TITLE	PUT ON	TAKE OFF	MP	MAG.	CATEGORY CODES

REGION	SERVICE CENTER	SALESMAN
Chicago	Chicago	L. Berlik/saa

TO C. Paton/W.P. Waychoff - St.Louis cc D.H. Bechtold - Chicago

Contacted: Steve Cyga - P.A.

Objectives: 1) Introduce LJB to account.
2) Identify reasons for below budget purchases of Aroclors.

Results:

New competition for Aroclors: Cyga reported that Grace is currently in the final stages of evaluating a new product which would replace the Aroclors in their caulking compounds. He described this product as a reprocessed material which was recovered from the manufacturer of another product. He would not reveal the nature of this new product nor the supplier but did say that the material was 4-5¢ cheaper/lb than Aroclors. He indicated that Grace has not definitely decided to switch over to this material at the present time. However, evaluations indicate that it does the same job as the Aroclor at a much lower price.

ATTN: Cumming Paton - Have you heard anything about such a product and do we have any ammunition to fight it with?

Cyga attributed declining purchases of Aroclor to partial switchovers to this new material and also to the seasonality of their production. He indicated that there was nothing Monsanto could do short of cutting the price on Aroclors 4-5¢/lb to prevent it's possible replacement by this new material.

Recommended Action: Our loss of rapport at this account was a definite handicap in gaining more information about this new product. Cyga mentioned that he had been called on by Monsanto about "four times in the last five years". Hopefully, this rapport can be reestablished during the next few months and gain more information about this new competition. Any guidance which can be provided from St. Louis on this matter would be greatly appreciated.