

Dr. J. C. Weaver

SHERWIN-WILLIAMS PAINT, VARNISH AND LACQUER LABORATORIES
ROUTINE AND POLICY

Consecutive No. 197

Bulletin #1
May 27, 1960.

SUBJECT: NEW GOODS SLIP (Form 50A11)
Including Changes in Product, Packages or Labels

I. Please destroy previous R & P bulletins as follows:-

- R & P #197 - July 23, 1959
- " #197 - March 25, 1955
- " #105 - November 17, 1951
- " #105, bulletin #1, February 16, 1949.

II. Attachments:

- A. Attached is a bulletin issued by Mr. R. H. Hill concerning the routine to be followed by the various departments in the establishment of a new product (Form 50A11, Revised - pink copy for preliminary and blue for final approval), and the responsibilities of New Product Co-ordinator, Mr. T. C. Chamberlain.
- B. To remind the laboratories, so far as it is possible, all items of application, film characteristics, performance, precautions, etc., a Check List of reminders is attached and is being distributed also to the Sales Departments.

(Attached are dittoed copies of the Check Lists which please use until the final printing has been received and can be sent to you).

- C. The Revised Form 50A11 (pink copy for preliminary and blue for final) are not prepared at this time, but will be sent to you as soon as they are available.

H. J. Cotton
Technical Co-ordinator

HJLCottonites
attache.

TO: ESS DPH JRH MS SFC JCW ATA RCH QJG
HES RAM KRB WAT: FHT JAA MVL CAL OKS RSG RGL

cc: ECB RHH LTS DSG LHM EMC NEWS WAJ FWR JHL CAZ RWH
LR ABH EMF GHH WAH DHH FEB JSP WWO VM MWH TCC

N15577

J. C. Weaver
JUN 3 1960

THE SHERWIN-WILLIAMS Co.

SX 2-60 4083-S

INTER-OFFICE LETTER

FROM Cleveland OFFICE Executive Sales DEPT.

OFFICE

DATE

May 27, 1960

R & P 197

May 27, 1960

MR.

SUBJECT

New Goods Slips

ANSWERING LETTER OF

DICTATED BY

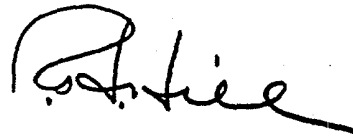
For some time it has been obvious that our sales organization has not been entirely familiar with the correct procedure involved in inaugurating and handling New Goods Slips.

In order to correct this situation and give us better control of such action we are appointing T.C. Chamberlain to act as New Product coordinator for all sales departments.

Tom's duties in this respect will consist of advising, directing, and checking on procedure in the various stages of each new goods application per the attached instruction sheet.

The duties of the sales organization are also outlined in the instruction sheet and check lists that have been prepared for its guidance.

The cooperation of the various Sales Departments in following through on this new step will assure us all of the quickest way to get new products from the laboratory to the market.



RHH

To: DWC, HJLC(20), DSG, LF, RWH, JHL, LMM, FWR, TCC
cc: WWG, LTS, NEVS

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May 27, 1960

NEW GOODS SLIP INSTRUCTION SHEET

The New Goods Form (50A14) has two stages: Preliminary and Final.

A. Preliminary Form (pink)

In order to --

1. Have a P.V. & L. Laboratory begin work on a development (involving a stocked or listed item as contrasted with an industrial special item) -
 - a. To introduce a new line or product, or
 - b. To introduce a new product to an established line*, or
 - c. To Field-Test a proposed product**
2. Change the name or rex assignment to a line or a product in a line, or
3. Discontinue a line or a product (see Check List No. 7), or
4. Change size or type of package or label^x, or
5. Add a different size package to an established line^x, or
6. Change to a parallel rex assignment^x,

a Preliminary New Goods Slip (pink form) must be prepared (See NOTE 1) by the Sales Department requesting action in order to obtain the approval of the Director of Sales and to notify the Board of Operators. All necessary preliminary information must be included and the form supported by two completed copies of the Technical Questionnaire (Form X2). It must be signed by the Sales Manager of the department initiating action.

These papers will then be referred to T.C. Chamberlain (as New Product coordinator) for check of details on requirements, register of number, and presentation to the Director of Sales. If approved, they will be forwarded to the Assistant to the President for reading before the Board of Operators.

-
- * Automotive Refinishing items constitute the one exception to the above in that approval for new products was automatically given by Management for the established colors of the Automotive Refinish Division of the Company.
 - ** In the event of a Field Test, action will stop at this point until the results of the Test have been reviewed and accepted by the Sales Department.
 - x When 4, 5, or 6 is the action to be taken, a Preliminary Form may not be necessary.

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JOHN WEAVER
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After announcement by the Board in its Minutes, the coordinator will distribute one copy each of the Preliminary New Goods Slip to the following:

Technical Laboratory (including one copy of the
Technical Questionnaire)
Legal Department
Manufacturing Department
Stockkeeping Department
Package Specification Department
Publicity Department
Sales Department (2 copies),

which will serve as a preliminary tip-off to these various departments that they may be asked for information.

B. Final Form (blue)

After the technical work has been completed, costs figured, and all other necessary information obtained and agreed to by the Sales Department, that department must completely fill out ten copies of the Final New Goods Slip (blue form) (See NOTE 1).

These will be furnished the New Product coordinator, who after reviewing will register them and a set of check lists (in duplicate), and return the entire file to the requesting Sales Department.

Each check list must then be completed with the help of the various departments stipulated.

There will be an individual check list for each of the departments mentioned in Section A - Preliminary New Goods Slip. Each contains questions that might arise, and these with possible others (not specified on the sheet) should be considered and necessary arrangements made before the department representative signs it as support for the Department Head's signature of approval on the New Goods Slip (50A14).

When all check lists and the blue 50A14 form have been signed, the Department Sales Manager will affix his signature to the New Goods Slip and return the entire file to the New Product coordinator, who will check all papers and present them to the Director of Sales for his final approval.

The Assistant to the President will receive the forms for submission to the Board of Operators, and the New Product coordinator along with the originating Sales Department will be notified of the resulting action.

No announcement to the field shall be made under any conditions until a Record of Products has been issued. No Record of Products will be issued by the Stocks & Distribution Department in Cleveland until they have been satisfied that the Manufacturing Department can produce this product within the foreseeable future.

NOTE 1

Ten copies of either the Preliminary Form or the Final Form (50A14) will be prepared by the originating Sales Department as follows:

2 Sales Dept. (1 for work sheet)	on bond form
1 Board of Operators	" " "
1 New Product coordinator	" " "
1 Technical Laboratory	" tissue form
1 Legal Dept.	" " "
1 Manufacturing Dept.	" " "
1 Stockkeeping Dept.	" " "
1 Package Specification Dept.	" " "
1 Publicity Dept.	" " "

5/27/60

C O P Y

CHECK LIST No. 1

R & P 197
May 27, 1960
Filing New Goods Slip (50x14)

Items for consideration by:

SALES DEPARTMENT and DEVELOPMENT LABORATORY

1. Purpose: What is the purpose of the Line or Product being developed?
2. Advantages: What are the advantages over existing Line(s)? Compare with competitive product.
3. Surface: On what surface or surfaces does it go? What is treatment of surface?
4. Primer: Is a Primer necessary or recommended? (Give details on Primer identification and use.)
5. Application: How is the material applied? Brush - Spray (conventional - specify type), Airless, Hot, Electrostatic - Dip - Roller Coating Machine (Positive, Reverse, or Doctor Blade) - Hand Screen Process - Flow Coat - Knife - Tumbling - Aerosol Package - Molded (specify kind) - Cast.
6. Reduction: Is the material reduced? What Reducer(s)? Percentage? Will a new S-W Reducer be required for this Line or Product?
7. Drying: What is the drying times: out of dust - to touch - to handle - to recoat - to wrap - to package?
8. Baking: At what time and temperature (metal) is the product to be baked? Can it be monobaked? Give source of heat: gas, oil, steam, infra red, induction electric strip headers.
9. Film Characteristics: (Compared with competitive products offered for the same purpose - and/or S-W products now on the market)

<u>Physical</u>	Liquid Film Clarity (of Clears), Opacity Flow Out, Drying Rates, Gloss in Film Hardness, Elasticity, Bend Test, Print Resistance and other physical tests, Adhesion, Intercoat Adhesion.
<u>Chemical</u>	(State the resistance performance, to chemicals - expressed in terms of concentration, time of exposure, result and recovery periods).
<u>Interior or Exterior</u>	Have exposure or other performance tests been conducted by Company labs or outside of the Company labs? (Supply details on location, nature of test, sub-surface and observer of test results and date of report.)
10. Package: Sizes? Design? What full selling cost is established? Specify package or packages.

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11. Package Life: What is the package life of the Product or Line? Has this fact been recorded with Sales and Stockkeeping Departments? Effect of freezing? Sunlight?
12. Patents: **REDACTED FOR PRIVILEGE**
13. Labels: Caution: What warning labels are to be applied? Has Technical content for label been given to the Sales Department?
14. Field Test: Is the product to be field tested? When? Where? What quantities are involved? What identification of Product or Line will be used in field test? Has approval for extent of field test and locations been approved by Sales Manager?
15. Formula: Has a copy of the approved formula been sent to the Manufacturing Department with suggested manufacturing instructions, standard sample, and inspection methods?

All items above have been considered and necessary arrangements made.

_____ for the _____ Sales Dept.
_____ for the Technical Dept.

(Copy of Form X2 must accompany this sheet)

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C O P Y

TECHNICAL QUESTIONNAIRE FOR STOCKED OR LISTED ITEMS

(To be filled out completely and two copies
to accompany preliminary New Goods Slip)

1. What is the purpose of the line or product to be developed?

Names of competitive products _____

2. (a) On what surface(s) will it be used?

(b) Surface Preparation _____

3. Will a primer be necessary? _____

4. How is it to be applied?

a. Brush _____	d. Roller Coater _____	g. Tumbling _____
b. Spray _____	e. Flow Coat _____	h. Aerosol pkge. _____
c. Dip _____	f. Knife _____	i. Others _____

5. Drying time required

a. Out of dust _____	c. To handle _____	e. To tape _____
b. To touch _____	d. To recoat _____	f. To wrap _____
	g. To package _____	

6. Baking. Type of Baking _____

What time and temperature is required? _____

Can it be monobaked? _____

7. Film characteristics

a. gloss _____	c. elasticity _____	e. print resistance _____
b. hardness _____	d. bend test _____	f. resistance to chem. _____

8. What full selling cost is required? _____

9. Size package required _____ Lithographed or Labeled? _____

10. Is the product to be field tested? _____ When? _____ Where? _____

What quantities are involved? _____

What identification of product or line is to be used in field test? _____

Is product or line for national distribution? _____

11. Additional Requirements _____

C O P Y

Check List No. 2

Filing New Goods Slip (50A14)

Items for consideration by:

SALTS DEPARTMENT and STOCKS & DISTRIBUTION DEPARTMENT

1. Name: Name of Product
2. Color Name: Color name(s)
3. Rexes: Rex number(s) permanent
4. Formula: Are formulas ready for distribution?
5. Container: Sizes to be filled
6. Production Points: Production points
7. Stock: Stocking points
 - a. Factories only
 - b. Factories and warehouses
 - c. Factories, warehouses, and Branches
 1. Limited Branches
 2. All Branches
8. Quantity: Initial quantity to be produced
9. Distribution: Distribution of filling by sizes
10. Cans: Can number(s)
11. Cartons: Carton number(s)
 1. Individual
 2. Display
 3. Shipper
12. Labels: Are labels available?
13. Precautions: Protect from freezing? Sunlight? Normal Shelf life?
Other storage precautions?
14. Remarks:

Record of Product

1. Branch Limits
 - a. Branches to establish own limit.
 - b. Branch limits to be established by Stocks & Distribution Department.

2. Monthly Inventory Summary Classification

3. Availability of Color Cards and Merchandising Aids

All items above have been considered and necessary arrangements made.

_____ for the _____ Sales Dept.
_____ for the Stocks & Distribution Dept.

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C O P Y

Check List No. 3

Filing New Goods Slip (50A14)

Items for consideration by:

SALES DEPARTMENT and MANUFACTURING DEPARTMENT

1. Name: Name and rex assignment(s)
2. Formula: Formula and standard for color from Development Laboratory are ready.
3. Quantity-Size: Quantity and sizes to be manufactured
4. Label: Label copy and directions, and date prepared
5. Labels: Printed labels and outserts available on (date) for all standard manufacture
6. Cans: Cans, special packages, and cartons available on (date)
7. Raw Materials: Raw materials available on (date)
8. Equipment Problems: Any equipment problems?
9. Precautions: Any precautions for handling in manufacturing?
10. Precautions: Do product(s) need freezing precautions? Sunlight precaution? Other precautions?
11. Manufacture Date: _____ manufacture to start on (date)

All items above have been considered and necessary arrangements made.

_____ for the _____ Sales Dept.

_____ for the Manufacturing Dept.

C O P Y

Filing New Goods Slip (50A14)

Check List No. 4

Items for consideration by:

SALES DEPARTMENT and PUBLICITY DEPARTMENT

1. Is publicity to be given to this Product or Line?
2. When will product be available to customers?
3. For what date should publicity be scheduled? What publications?
4. What application or other technical information should be contained in the publicity?
5. Are reprints desired? If so, how many? Chargeable to what department?
6. If publicity in any way involves displays, what should be their nature? Where displayed? To what account is expense to be charged?

All items above have been considered and necessary arrangements made.

_____ for the _____ Sales Dept.
_____ for the Publicity Dept.

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C O P Y

Filing New Goods Slip (50A114)

Check List No. 5

Items for consideration by:

SALES DEPARTMENT and LEGAL DEPARTMENT

1. Name: Has name been cleared for use and release?
Trade Mark registered?
2. Label: Has label copy the approval of the Technical
Department?

3.

REDACTED FOR
PRIVILEGE

4.

5.

6. Registration: Has the probable market and use of product
been set so that consideration can be
given to registration where required;
e.g., Virginia, New York City, Indiana?

All items above have been considered and necessary arrangements made.

_____ for the _____ Sales Dept.

_____ for the Legal Dept.

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C O P Y

Filing New Goods Slip (50All)

Check List No. 6

Items for consideration by:

SALES DEPARTMENT and PACKAGE SPECIFICATION DEPARTMENT

This Check List covers the major types of packages and the specific details of each type to be considered in determining the Package and Label requirements for a new product. In general, the product formulator is responsible for determining those specific requirements which affect or are affected by the product. The Sales Department determines those features which affect or are affected by Sales and Customer considerations.

UNIT CONTAINER:

<u>TYPE</u>	<u>STYLE</u>	<u>MATERIAL</u>	<u>CLOSURE</u>
Can	Round	1/4" ETP	Screw Cap
	Doubletite	1/2" ETP	Duplex Cap
	Circleseal	S.C.M.T.	Other
	Pour Top Quart	8# Terne	Cap Liner
	Double Compartment	1-1/4" Coke	(Vinyl, Lead Foil, Tin Foil, Polyethylene, etc.)
	Square	Other	
	F Style		
	Pour Top Gallon		
	Other		
	Is interior lining required? If so, type lining (IL1, IL2, etc.)		
Pail	Open Head		Pour Spout
	Tite Head		Bung Openings
	5-Gallon Square Can (See materials and closure check for cans)		
	Is hi bake interior lining required? If so, type lining (clear, pigmented, special)		
Drum	Open Head	New	Bung Openings
	Tite Head	Reconditioned	Size - 3/4" or 2" Position
	Open Head Agitator		
	Tite Head Agitator		
	Is hi bake interior lining required? If so, type lining		
Bottle	Round	Glass	Cap
	Square	Clear	Metal
	Oblong	Amber	Plastic
	Other	Plastic	Color
			Cap Liner
			(Vinyl, Lead Foil, Tin Foil, Polyethylene, etc.)

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Check List No. 6 - cont'd

-2-

<u>TYPE</u>	<u>STYLE</u>	<u>MATERIAL</u>	<u>CLOSURE</u>
Tube	Screw Cap Flat Bottom Special Tip	Lead Aluminum Tin Polyethylene	Opening Size Type Cap Color Style Cap Liner (Vinyl, Lead Foil, Tin Foil, Polyethylene, etc.)

Any interior lining required?

Miscellaneous

Bags
Canisters
Sleeves
Displays
Other

Discuss with Package Specification Department
for details required.

SHIPPING CARTON

Units per shipper
Printing
Special requirements; e.g., "Protect from Freezing"

SPECIAL REQUIREMENTS

New or special type packages not now in use for similar products should be checked to see if they are approved for shipment under ICC or Freight Classification Regulations.

LABEL

Type - Existing label
New label design
Management approval
Artwork available
Size standard

Copy - Is proper label copy available including --
1. Copy as checked and approved by both
Sales and Technical Departments?
2. Label analysis, if needed?
3. All necessary warning requirements?

NOTE: If additional information is desired, or sample packages required for testing, consult Package Specification Department, Cleveland, Ohio.

All items above have been considered and necessary arrangements made.

_____ For the _____ Sales Dept.
_____ for the Package Specification Dept.

0007-SWP-0059253

PV&L OPERATIONS DEPARTMENT
CLEVELAND

Bulletin No. 7 Addendum No. 5
(Complete Reissue)

March 6, 1970

Subject: Factory Prefix Letters - PV&L Factories

This bulletin is reissued to record factory identifications for Bolivia and Netherland. The list of identifications is restricted to PV&L Factories with the exception of Sprayon Anaheim and Bedford Heights factories and Deshler.

<u>DOMESTIC FACTORIES</u>		<u>SHERWIN-WILLIAMS - CANADA</u>	
ANAHEIM (SPRAYON)	PS	MONTREAL	G
BEDFORD HTS. (SPRAYON)	AS	TORONTO	E
CHICAGO (MARTIN-SENOUR)	M	VANCOUVER	U
CHICAGO PV&L (KENSINGTON)	C	WINNIPEG	R
CLEVELAND P&V	A		
CLEVELAND OIL MILL	AM	<u>INTERNATIONAL FACTORIES</u>	
DAYTON	B	ARGENTINA BUENOS AIRES	Z
DESHLER	DP	BOLIVIA, LA PAZ (ESPINOL)	EB
DETROIT	D	BRAZIL SAO PAULO	S
FRIENDSHIP (GREENSBORO)	H	CHILE SANTIAGO (PINTURAS ANDINA SA.)	CA
GARLAND	T	CHILE SANTIAGO (PINTURAS EVER LTDA.)	CE
GIBBSBORO	F	COLOMBIA BOGOTA	BC
LOS ANGELES	P	ECUADOR GUAYAQUIL	ER
MORROW (ATLANTA)	W	EL SALVADOR SAN SALVADOR	SA
NEWARK	N	HOLLAND - NETHERLAND ZEIST	NZ
OAKLAND	Y	MEXICO MEXICO CITY	J
PITTSBURGH	K	PERU LIMA	LP
PUERTO RICO, BAYAMON	Q	PHILIPPINES MANILA	X
		SPAIN BARCELONA	SP
		VENEZUELA VALENCIA	V

The factory identification letter is to be used to identify the producing factory, and is to be shown immediately preceding the date code. In the event more than one batch of the same rex is filled on the same date, the second batch is to be identified with the suffix A; the third B, etc. Refer to PV&L Operations Bulletin No. 5 for complete dating schedule.

Examples are as follows:

K3 W 91 - Indicates one batch Rex K3 W 91 filled at Garland April 6, 1970
T960

K3 W 91 - Indicates the second batch filled " " " " "
T960A

K3 W 91 - Indicates the third batch filled " " " " "
T960B

Any material filled which conforms to Rule 66 or Regulation 3 must be further identified by encircling plant designation in the filling date on both the package and carton (if cartoned) with a circle  or parenthesis () i.e. 960.

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March 6, 1970

The filling date for all Chicago output is prefixed with the letter "C". Material filled in the Lacquer plant at Chicago is further identified with the letter "L" following the filling date (i.e. C960L).

In the event any material is refilled, the original manufacturing date should be used followed by an asterisk * (i.e. T2447*). In instances where refilled material requires adjustments such as addition of driers, anti-skinning agents or other modifications, a batch slip is required and packages must be code dated with the new date.

Relabeling material does not require any change in code date but if the rex number is changed because of the relabeling, the correct rex number must appear on the lid.

W. H. Painting
W. H. Painting

WHP:mal

Directed To: Plant Managers, Factory Stockkeepers, Laboratory Directors
RFH HLP RAT JWW CL BWS FAR MDW (12) HES WHR CWS JEW
GP WAB WAB