

MARIETTA
5-23-77
TO
DALE CORKILL
ED GALLOWAY
BILL LEHNERT
BILL CRITEL
BRAD HOLLINGSWORTH
BOB FAVERO

FM GEORGE FOWLER

AS OF TODAY OBSERVATIONS OF THE S.E.REGION MARKET IN REGARD TO THE ACCEPTENCE OF OUR ASB. FREE R/M HAS REVEALED THE FOLLOWING.

A VERY LIMITED QUANTITY OF ASB. FREE IS BEING USED. THIS IS DUE TO:

BRANCHES SELLING STUCK OF ASB. READY MIX FIRST AND STOCKING ASB. FREE

CUSTOMERS USING STOCKS OF ASB. READY MIX FIRST.

LARGE INVENTORIES ON HAND DUE TO VOLUME BUYING BEFORE PRICE INCREASE LEAVE SIZABLE AMOUNTS TO BE USED OF THE ASB. MUD.

COMMENTS FROM APPLICATORS WHO ARE USING THE ASB. FREE MIX INDICATE A USABLE PRODUCT. NO GENERAL THEME CAN BE ESTABLISHED FROM THE NEGITIVE POINTS MENTIONED. MOST APPLICATORS ARE RESIGNED TO USING A PRODUCT WHICH HAS DIFFERENT WORKING PROPERTIES.

A LARGE PERCENT OF THE MARKET SHOULD BE USING ASBESTOS FREE BY THE FIRST OF NEXT MONTH.
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