

VRC- return ready 5-17-66
LJR
The RUBEROID Co.
South Bound Brook, N.J.

March 12, 1966

TO: Messrs. Bettoli - Darrell - Dent - Dersch - Hall - Milstein -
Monahan - Neil - O'Leary - Ostic - O'Brien - Thede -
Van Akin - Sweeney

MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCTS DIVISION
MEETING - MARCH 7, 1966

A meeting of the subject committee was held in New York. In attendance were:-

Members

F. K. Sweeney, Chairman
D. A. Davis
J. G. Hall
T. A. Dent
D. L. Neil

Guests

P. S. Bettoli
W. R. Darrell
C. H. Thede
L. J. Monahan
G. G. Hazell
E. L. Ostic
R. W. Henry
W. C. O'Brien

I. BUILDING PRODUCTS

A. Imperial Vinyl-Clad Asbestos Shake Siding

Research reported that nails and corners were now in inventory and that a major run scheduled for March 17 should bring existing product inventory up to the requested 100 sq. per colour level.

The new rustic-wood texture roll has been ordered and delivery is expected around July 1. Mr. Sweeney will request Engineering to expedite delivery.

Research observed application of Ipswich Ochre (as residing) to 10 year old cedar shake. The homeowner was very pleased with the siding.

B. Asbestos Roofing

Mr. Hall reported that application costs are of increasing importance in the New Orleans market. Research will review the possibilities of producing a 16" x 32" American Thatch shingle with Manufacturing. This size might be practical if a 16" x 16" Dutch Lap shingle were cut simultaneously.

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C. Class "A" Shingle

Field reports indicate Barrett will produce a 275 lb. Class "A" shingle and it is rumoured that U.S. Gypsum will produce a 210 lb. Class "A" shingle. In view of this trend Research will produce a test quantity of 275 lb. Class "A" shingles, surfaced with #11 Granules.

D. Wood Blend 235 lb. Sq. Tabs

Experimental blends produced to date have not received Sales approval. Additional samples will be prepared and Sales will further analyze the Dallas market and obtain samples of a reportedly successful Bird blend.

E. BUR

1. Mica Weather-Guard Roofing

Mr. Ostic reported that a price of \$4.60 per 2 sq. roll has been established for the Hartford test market and that one 400 sq. job has been specified. Specifications covering application have been prepared and will include a reference to drainage recommendations.

2. Mica Weatherguard Coating

Preliminary Weatherometer results indicate the addition of 20% Mica to Asbestos-asphalt roof coating results in improved weathering. 500 gals of this product have been produced for field evaluation. Costs increased 3¢ per gal.

3. BUR - General

Barrett has increased their Bond liability to \$10.00 per sq. with a slight increase in Bond charge.

Ruberoid will promote 2 Ply roofing (Bond Ply type) in 1966, but will require separate application of each ply on slopes under $\frac{1}{2}$ ".

Research will investigate and determine cost of producing 35 lb. coated asbestos felt to meet JM competition.

Research will investigate a 3 ply roofing consisting of base sheet, two plies of asphalt saturated asbestos (not coated) followed by a mopping of Mica Weatherguard Coating.

3

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3.

F. A/C Curtain Walls

Two small panel fabricators have evaluated Ruberoid Stonewall with good preliminary results. Problems of sheet levelness and squareness are being worked on by Manufacturing.

Approval was given to sell the Imhoff type panel in the St. Louis area.

G. TNA-200 - No Tape System

A 30 sq. test roof using the no tape system is scheduled for application at the end of March. If successful this system will be used on a 1200 sq. fluted dome scheduled for May application.

H. Color Consultant

The question of whether to continue using Mr. Gaugler was left open. His recent efforts on roof styling will be viewed on March 23.

II. INDUSTRIAL PRODUCTS

A. Inhibited Calsilite

1. Production samples selected by du Pont failed to pass their 6 day test. Du Pont is willing to retest as soon as we have acceptable product. Research and Manufacturing are actively exploring several modifications. For the longer run, preliminary discussions of this problem will be held with Battelle Institute.

2. Formed Dash

American Motors has evaluated preformed dash product with acceptable results and Joliet is currently determining cost and manufacturing requirements. Reportedly Ford and G.M. will be ready to use this type of product in 1967.

D. A. Davis
D. A. DAVIS

:JMR

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