



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED

WILMINGTON, DELAWARE 19898

CHEMICALS AND PIGMENTS DEPARTMENT

cc: JSThackrah
SWSeverance/EADonald
TCGregory-Legal-Wilm
SFWest
ASCampbell
EYonei-DUFE-Japan
NJKane-Chestnut Run
MWott- " "
KHDietz-Jackson Lab

November 25, 1981

P. A. WRIEDE
JACKSON LAB

KROLOR®
THERMOPLASTIC ROAD MARKINGS
JAPAN

We want to sell Krolor® in Japan for this application as soon as possible and need 10 x 10kg samples of our candidate pigment for DUFE to begin test marketing. Please advise regarding our ability to supply and timing.

We need to match competitive pigments which are redder than Krolor® Yellow (may be encapsulated Chrome Orange*) and 30% cheaper. I assume dry blends of Krolor® Yellow and Orange will be necessary.

- To minimize the affect on our existing higher priced Japanese Krolor® business, we envision making this blend at Newark and shipping to Japan as a new code.
- Since this is a masstone application and tint strength is unimportant, I understand it would be possible to routinely match standard using off-standard Krolor® Yellow. Is silica-coated RECO a possibility?

Mike Ott has samples of Nihon's 8011 which should be used as standard. A sample of Toho's 3800 was requested. Also he has a sample of a formulated hot melt and will be able to make an end use evaluation of your candidate.

8011 and 3800 are replacing yellower shade products, 8010 and 3500 in this market. Per E. Yonei, this is due to the use of tungsten auto head lamps in Japan which cause reflected light from the yellower shades to appear white.

Yonei estimates the annual Japanese consumption of Krolor® type pigment for hot melts at 1-2MM pounds (some for export).

P. A. WRIEDE

- 2 -

NOVEMBER 25, 1981

Assuming we can begin sampling shortly, he forecasts his 1982 sales at 200M pounds.



D. W. HOPPENJANS

*M. W. Ott to DWH, 10/21/81 (Attached)

DWH:tsk

DUP050145542



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED

WILMINGTON, DELAWARE 19898
Chestnut Run

CHEMICALS AND PIGMENTS DEPARTMENT

cc: ASCampbell-C&P-B-6242
FRHilfiker
HWLing/EWStewart
NJKane
MWott

October 21, 1981

D. W. HOPPENJANS
C&P - B-6237

JAPANESE TRAFFIC MARKING

Per your request, exact matches were completed for Japanese pigments used in this market.

Matches are:

- For Toho 3500 (yellow shade product)
(should also apply for Nihon 8010)
6.5% KO-789-D
93.5% KY-787-D
- For Nihon 8011 (red shade product)
(should also apply for Toho 3800)
9.25% KO-789-D
91.75% KY-787-D

Since the economics of competing in this market are being evaluated, no further lab work is planned until that question is resolved.

A typographical error in the previous memo (MWott to FRHilfiker, 10/16/81) changed the meaning of the chrome orange vs. chrome yellow/molybdate orange blend discussion. Correct statement is: Economics could now (in place of not) be in favor of chrome orange due to molybdenum price increases.

MWott

M. W.OTT

MWO/ilc