

**INDUSTRIAL AND COMMERCIAL CONSTRUCTION
MATERIALS MARKETING DIVISION**

JUL 6 1966

INDUSTRIAL PRODUCTS AND SYSTEMS

INDEX: INFORMATION

TO: All Branch Mgrs.
All I&C Supervisors
All Industrial Salesmen



BULLETIN NO. 101

DATE: July 6, 1966

FROM: J. F. Vyverberg

CC: J. H. Thomas
O. W. Pfeifer
A. J. Pearson

SUBJ: MULTI-TEMP PIPE INSULATION
HIGH TEMPERATURE BLOCK INSULATION

It was explained to you during the Regional Meetings that 1966 would be a Test Marketing year, during which we would prove up the Economics on the products and determine whether they would generate new business, not now obtainable with Kaylo.

We now know that we cannot realize satisfactory profit levels with our present processes for making these products. We are continuing our research efforts to develop a new process for making a High temperature insulation product.

We found that most of the sales of Multi-Temp and High Temperature Block were made by substituting them for Kaylo. In only a very few instances were you and your Distributor able to open up new doors with Multi-Temp. We will shortly have new facilities on-stream at Berlin and can take care of all your requirements for high temperature insulations with our Kaylo facilities for the foreseeable future.

Therefore, we have decided to phase out of the promotion, sale and production of Multi-T and High Temperature Block with a final date of 12/31/66.

We don't want to give you the impression that there was anything wrong with Multi-Temp and High Temperature Block. Actually, the contractors who used these products were very well satisfied - they made money using them. The characteristics of "no breakage, ease of fabrication, and impaleability of block" gave them labor saving of 7-10% on straight pipe, 25% on fittings and 25-33% on block work. It's because of these benefits that we're going to find a way to produce these products profitably, but this will take time.

We fully realize that many of you have done a good pioneering job and that you have written specs or gotten Multi-Temp approved and that your contractors will need Multi-T for these jobs. We aren't going to leave you high and dry.

We have an inventory of approximately 25 car loads of pipe and block (List attached). We ship out of this inventory and produce additional material as required to take care of the commitment you have now, up to the end of the year. Just don't make any new commitments.

In order to anticipate your customer's requirements, we must have your help. We need the following information; either via order or letter.

43 002 2651

Customer and Job Name
Pipe Sizes and approx. L.F.
Jackets - (if any)
Block sizes and quantities
Approx, shipping date
Order number (Place orders soon as possible)

Branch Actions

Advise your customers these products are being phased out, because in Text Marketing they didn't create new markets and we were not able to produce at economics required.

Advise them that we are going to continue to explore methods of producing these labor saving products and making them even better than they now are.

Send us the information requested above for all of your contractors known requirements by July 30, 1966. We will produce these sizes required that are not in Inventory. It must be understood that we will be phased out of production completel by December 31, 1966. Therefore, we are establishing November 30, 1966 as the final date he will accept any new orders for production. Price sheets INI.P8, INI.D8 and INI.P19 will be cancelled as of November 30, 1966.

Thank you for your cooperation.



John Vyverberg

JFV/fm

43 002 2652

MULTI-TEMP PIPE INVENTORY

Pipe Size	THICKNESS				
	3/4"	1"	1 1/2"	2"	2 1/2"
1/2		X	X	X	
3/4	X	X	X		
1	X	X	X		
1 1/4	X	X	X		
1 1/2	X	X	X		
2	X	X	X	X	
2 1/2	X	X	X	X	
3	X	X	X	X	
3 1/2		X			
4	X	X	X	X	X
4 1/2		X		X	
5	X	X	X	X	
6	X	X	X	X	
7			X		
8		X	X	X	
10		X	X	X	
11				X	
12		X	X	X	
14		X	X	X	
16		X			X
18			X		
20			X		
24				X	X
26				X	

Copper Tubing

5/8		X	
7/8			X
1 1/8	X	X	X
1 3/8		X	X
1 5/8		X	
2 1/8	X	X	
2 5/8	X	X	
3 1/8		X	
6 1/8		X	

43 002 2653

OC-41-720



Industrial Products and Systems

Industrial and Commercial Construction Materials Division

INDEX

SECTION INFORMATION
DATE 7/10/66
PAGE Page 11
SUPERSEDES 7/8/66

BULLETIN NO.

SUBJECT

DATE

97	Riley Stoker Boilers	6/30/66
98	Monsanto Company	6/30/66
99	Insul-Shield Multi-Purpose Pipe Saddles	6/30/66
100	Butt-Joint Strip - Width Change	7/8/66
101	Multi-Temp Pipe Insulation High Temperature Block Insulation	7/10/66

43 002 2654