

NY
The RUBEROID Co.
South Bound Brook, N.J.

August 10, 1966

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

MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCTS DIVISION
MEETING - JULY 11, 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
E.J. O'Leary
E.L. Lyons

I. BUILDING PRODUCTS

A. Imperial Vinyl Clad Asbestos Shake Siding

Delivery of the new texture roll is expected on Aug. 10. The existing Dura Shake type texture will remain in the line at least until the new texture is established. The new texture colour line will be the same as existing texture colour line.

Special instructions, easily visible on the carton, are needed to insure proper cutter adjustment by the applicators. Also, Mr. Monahan will contact the cutter manufacturer to advise them of industry trends.

B. Medium Density

Research reported that Dura Shake was being converted to the new formulation on a colour by colour basis. Sales requested that conversion be accomplished as rapidly as possible. Sales also indicated their desire to convert Dura-Color to the new formulation.

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C. A/C Roofing

1. 16" x 24"

An I.A. has been submitted in the amount of \$8300.00 to cover the cost of a trimming die which would produce 16" x 24" American Thatch and 16" x 24" (double coverage) "Vieux Carre". The estimated cost of the double coverage shingle is \$14.25/sq.

2. Ridge Roll

A general review of ridge roll manufacture did not resolve the problems which lead to the discontinuation of this product. It was concluded we would not market a fiber-glass product manufactured by another company.

D. Class "A" Shingles

Sales reported that 30,000 squares of Class "A" shingles were sold last year. Competition from Barrett's 285 lb. product is not yet significant. Research will continue investigation of cost cutting modifications.

Mr. Monahan requested the development of Class "A" roll roofing for use in valleys on Class "A" roofs. Mr. Hall will obtain rolls of Fry and Carey product for evaluation by Research.

E. Wood Blends

A wood blend product similar to Bird's product can be produced at Dallas, assuming the production of one new granule and some rearrangement of the Dallas product line. Manufacturing has provided Mr. Monahan with a detailed proposal and a decision by Sales is required.

F. BUR

1. Mica Weatherguard Roofing

Mr. Ostic reported that a number of problems including a strike and lack of specification had held up marketing of this product. The Hartford trial marketing area has been expanded to include Boston.

2. Mica Weatherguard Coating

This material has been used by two applicators with good results and is now ready for trial marketing in the South.

3. No. 35 lb. Coated Asbestos Felt

This product has been released for trial marketing in the New York district. Two plies of the asbestos are

applied over a base sheet. There is no top coating or gravel.

Note: Mr. Ostic reported that the sale of Ruberoid's two ply roofing (equivalent to Barrett's Bond Ply) is good. It was agreed however that this spec. would not be included in the 1967 BUR catalogue, but would continue to be available as a separate publication. We will follow developments of Barrett's new Bond Ply surfaced with Black Beauty fines.

G. Flat Sheets and Panels

Research, Manufacturing and Sales have reached preliminary agreement on a product specification for 1/8" Deluxe for sale to curtainwall manufacturers. Representative product will be sold to selected customers prior to release to field salesmen.

II. INDUSTRIAL PRODUCTS

- A. Research reported that Battelle started working on the inhibitor problem on June 1 and that thus far we are satisfied with their progress.

Du Pont and Ruberoid are jointly analyzing U-bend test procedure in an effort to explain lack of correlation and reproducibility in the U-bend test.

B. Improved Pipe Line Felt

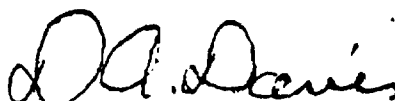
Sales is arranging customer evaluation of test run product.

C. Vinyl-pal

Mr. Bettoli will pursue investigation of the Vinyl-pal process which reportedly produces vinyl resin-asbestos fiber sheet products on a Hatchek machine using novel technology.

D. Coloured Corrugated

National Gypsum and Carey have issued a price list indicating the availability of prefinished corrugated. Mr. O'Brien will advise regarding the location of a 600 sq. National Gypsum job in Mass.


D. A. DAVIS

:JMR

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