



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED

PIGMENTS DEPARTMENT

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Wilmington, Delaware
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MEMORANDUM - CONFIDENTIAL

W. J. MARSHALL
NEWARK PLANT

ESTIMATED SALES VOLUME-AFFLAIR® GLASS FLAKE

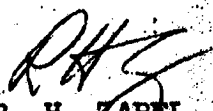
As best as I can estimate, I would expect volume of glass flakes to be as follows, if we introduce for sampling by end of 1st. Quarter and standardized by mid-year.

<u>Afflair®</u>	<u>1st. Half 1966</u>	<u>1967</u>	<u>1968</u>	<u>1970</u>
Silver	2-5000#	15,000	40,000	85,000
Gold	5-7000#	25,000	55,000	100,000
Bronze	3-5000#	15,000	35,000	60,000
	10-17000#	55,000	130,000	245,000

This is based on a selling price of \$4.00/lb. and use in plastics, floor covering and limited use in paint. I feel, should there be a decrease in price between 1968 and 1970 penetration would increase.

If by some chance any one of these could be made to work in automotive exterior finish for a large volume car model any one of these figures could easily double. However, from knowledge now available it would appear the finish supplier would have to develop both a finish and a technique of applying it before any volume can develop. (This would be very unusual for the automotive industry).

If selling price were \$5.00/lb. I suspect my estimates would be between one-half and three-quarters of figures shown. At \$3.00 per lb. my figures could be 1½ to 2 times as large.


R. H. ZABEL

RHZ:MW