

Monsanto

FROM (NAME & LOCATION) J. E. Springgate/H. S. Bergen - General Offices

DATE January 19, 1971

cc

SUBJECT RESPONSIBILITIES FOR
AROCLOR FAMILY

ATTENTION

TO : SALES DIRECTORS
PRODUCT MANAGERS
RESEARCH MANAGERS OF SPECIALTY
PRODUCTS & PLASTICIZER BUSINESS
GROUPS

As you were notified previously, the Specialty Products Business Group will be responsible for profitability of the Biphenyl-Aroclor family, including HB-40 and MIPB, effective January 1, 1971.

Some other policies are also necessary in line with this change. These policies will be as follows:

- a. The Specialty Products Group will assume total responsibility for NCR, Champion and Mead encapsulant business. The Plasticizer Group will withdraw from participation with these customers as soon as is reasonable without jeopardizing Monsanto's position with these customers.
- b. The Plasticizer Group will continue responsibility for field sales of encapsulants to Nashua and 3M. These accounts are currently minor encapsulant users and are major plasticizer customers.
- c. The Specialty Products Group will assume total responsibility for Geigy dye-carrier business.
- d. All Biphenyl-Aroclor family plasticizer sales will be the responsibility of the Plasticizer Group.
- e. Any application work required for customers will be expensed to the business group with field sales responsibility for that customer. Process research will, of course, be the responsibility of the Specialty Products Group.

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- f. It will be necessary to keep the Specialty Products Group advised of product requirements, sales forecasts and competitive situations including competitive pricing. Since the Specialty Products Group has profit responsibility, that group has responsibility for ultimate pricing and product strategies.

These policies, like most others, are subject to change when necessary. Our objective is to maximize profitability with a minimum duplication of effort.


H. S. BERGEN


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