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DOCUMENT DESCRIPTION: 1970 Letter to WB Olsen from PR Strand regarding new formulation of Mono-Kote.

March 10, 1970

Mr. W. B. Olson
Fuller & Smith & Ross
666 Fifth Avenue
New York, New York 10017

Dear Bill:

We expect to be able to announce a substantially improved formulation on Mono-Kote in the near future. This change involves the elimination of asbestos in the formulation.

Asbestos is the prime ingredient in sprayed fiber fireproofing, our chief competition. This material has gotten a black eye from many authorities as a health hazard on the job. We have used only about 10% asbestos in our formula, but expect to eliminate it altogether shortly.

Our first step has been to order a special run of bags marked "NEW! ASBESTOS-FREE!" However, we want to implement the news through publicity; direct mail to architects and plasterers; a special ad in "Walls & Ceilings"; handouts for salesmen; etc.

One suggestion has been to order facing 1/2 page units next to our 4-color ads on Mono-Kote. We'd like to give some thought to this prior to our next meeting, so we can come up with a plan.

Very truly yours,

Philip R. Strand
Director of Advertising
and Public Relations

PRS/vaf



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