

cc: J. C. Brooke
G. H. Mattie/L.F. Andrews/R.H.
Zabel
J. H. Baird/A.J. Wilson, Jr.
W.F. Spengeman/H.B. Clark, C.R.
J.A. Lamiet, Chestnut Run

Wilmington, Delaware
July 21, 1965

W. J. MC CLURE, MANAGER (2)
NEWARK PLANT

Attention: H. Arnoul

"MONASTRAL" BLUE B BW-461-P

This product has been authorized for sale to DeSoto, F and F and other accounts where our blue dispersion business has been threatened by Hilton Davis' Super Seatone Blue 6-11-B-321. We are in agreement with you not to release BW-461-P for sale at present, but to hold it for release if justified for the following reasons:

- (1)-DeSoto approved BW-461-P as an alternate, but will not purchase it. (Their policy is to purchase all of their requirements on one code from one supplier and have an alternate if needed). Instead, they have agreed to give us all their Dalamar Yellow YW-731-D requirements, which are much greater than the blue.
- (2)-F and F has approved BW-461-P (except for lightfastness) and would use 15,000 pounds per year replacing BW-431-P. Due to limited savings and considerable reformulation difficulty, they do not object to withdrawal of BW-461-P.
- (3)-It is necessary for you to make a minimum of 35,000 pounds on a campaign basis and this should be done at least four times a year to realize the costs on which authorization was based.
- (4)-We do not want to simply replace our other blue dispersions which offer a substantially higher return than BW-461-P. At the present time, the competitive is not a threat at other major volume accounts. If any change in this occurs, we will want to reactivate BW-461-P.

S/ P. D. GRAHAM

PDG:MW

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