

P. Verhulsen

Harry Gropp

Date: Dec. 11, 1969



ct: Last shipment of special Type D to World Trade Center

The last 800 bag shipment (20 tons) shipped to the World Trade Center was sprayed on Friday, Dec. 5th, Saturday, Dec. 6th and half of Sunday, Dec. 7th.

Of the 20 tons of material sprayed to the 10th floor exterior columns on this project, approximately 600-700 bags of the material washed off as clean as a whistle from the exterior columns on this job.

On reporting this experience to Frank Stumpf, he couldn't believe that this could happen. On Dec. 9th, 1969, Frank Stumpf and Siggy Sumaki visited the World Trade Center in the company of Allen Bassow to view this - - - - - . As Allen reports to me, he got the usual dribble of suggestions as to how to cure the problem. Such as, we are spraying too wet, we should change the disperser tip from a 60° to a 75° tip and there was too much hose on the floor.

As Allen knows, as I know, as you know, as Frank Stumpf knows, and as Bob Rath knows, none of those suggestions are going to cure what is the real problem of this material on the World Trade Center. Since we all know the problem, but unfortunately don't have the guts to tell each other in our own company. We know that the real problem is the busy, poor, sub-standard product that we are trying to get our customers to accept and apply, and don't give me that the weather may have been cold, or the distance of the spray nozzle may be incorrect, or the amount of the blower pressure may be off, or the disperser tip may be the wrong one, because all of these things have been actually field tried on this job and we are headed for potential disaster - to put it very bluntly.

If this company doesn't realize now, that the product we are shipping to our customers is poor quality, inferior quality for which we are asking list prices or prices above what is asked for by our competitors, and for which we are asking our applicators to apply 20 to 30 per cent more material for, and for which we have no right or reason to ask a greater price for, no matter how you look at it, then we had better wake up very, very soon to this fact.

I can no longer accept that we are trying very hard to overcome our problems. Our customers really don't give a dam how hard a foreman or superintendent works in our plant. It doesn't mean two good dams to him that a superintendent is loading a truck. All he wants, and he has a perfect right to expect, since he is paying a premium and applying extra material over what our competitors do, is a product that does what we say it will do.

Whether we have the daily IBM inventory report, or whether we measure something on a slide rule really isn't pertinent to our real corporate problems. The sooner we begin to learn what our real problems are, then and only then will we be able to achieve profitable sales.

For over one year, the Sales Department has lived with sub-standard, sub-par, below quality material products. My men, and myself, have overcome complaint upon complaint with very few contractors asking for compensation for experiences due to rocks, wire, nuts, bolts, lath, paper bags in the product. I feel we have come to the end of the line. Our contractors feel we have come to the end of the line. Please, no further ambiguous excuses. You want a company - then let's make the product.

Harry Gropp

cc: R. Rath
F. Stumpf
A. Bessemer
H & D File
WTC file
HSG