

DUPONTMARSHALL LABORATORY
LIBRARYMr. P. F. Rosbach, Lab.
Mr. R. A. Johnston, Lab.
Mr. J. E. Oyler, Lab.Philadelphia Laboratory
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Memorandum Report #M-142 (Supplement 1)

REFERENCE COPY

COST CALCULATIONS OF SEMI GLOSS EMULSION
P-100-P-96614-FIELD TEST 100 GALLON PLANT BATCH

The original report indicated that the semi gloss emulsion exhibited inferior hiding on a square ft/lb. TiO_2 basis when compared to Interior Semi Gloss. A subsequent review of the results showed that the batch of Interior Semi Gloss used was off in color. This was evidenced by the reflectance over white being 82.2% whereas a standard batch of Interior Semi Gloss has a reflectance of 84.3%. The subject emulsion paint has a reflectance over white of 83.8%. A lower reflectance over white results in a higher contrast ratio and raises the calculated hiding power figure.

On the basis of the new figures, the hiding efficiency per lb. of TiO_2 of the emulsion paint is not too far out of line. Considered on a cost per unit hiding basis the emulsion paint is somewhat better than Interior Semi Gloss. These results are summarized in the table below.

Summary of Comparison:

<u>Property</u>	<u>407-760</u> <u>Interior Semi Gloss</u>	<u>P-100-P-96614</u> <u>Semi Gloss Emulsion</u>
Cost per gallon as packaged	\$1.35/gal.	\$1.59/gal.
Cost per gallon as applied(wall)	\$1.35/gal.	\$1.20/gal.
Cost per gallon as applied(trim)	\$1.35/gal.	\$1.27/gal.
Covering rate at contract ratio .917 as packaged	615 sq. ft/gal	975 sq. ft/gal
Covering rate at contract ratio .917 per lb. TiO_2	352 sq. ft/lb.	203 sq. ft/lb.
Covering rate at contract ratio .917 as applied	615 sq. ft/gal	800 sq. ft/gal
Cost as packaged per 1000 sq. ft. covering at C.R..917)	\$2.19	\$1.63

The original report did not show a raw material cost breakdown of 407-760 (Interior Semi Gloss). This breakdown is appended below.

PHILADELPHIA LABORATORY

C. W. SHAY
C. W. SHAY

OWS:emf

407-470 (R-711)

COST BREAKDOWN-RAW MATERIALS ONLY

<u>Material</u>	<u>#/100 gallon</u> <u>(packaged)</u>	<u>Cost/#</u>	<u>Cost/100 gal.</u>
H-59	129	\$.2729	\$35.2
H- 7	63.6	.2601	16.5
H-59	16.5	.2729	4.5
H-7	2.9	.2601	.65
H-287	6.5	.0181	.11
H- 7	67.3	.2607	17.50
G-40	22.6	.0901	2.04
G-213	.43	.0260	.01
G-212	2.72	.0112	.03
H-59	3.72	.2729	1.15
H-59	13.09	.2729	3.58
H-287	132.00	.0181	2.39
H-262	115.00	.0191	2.20
W-54	408.00	.0682	27.82
W-28	53.00	.1869	9.90
W-41	24.00	.0950	2.30
RC-193	32.00	.2326	7.45
VG-1428	6.00	.1581	.95
VG-1450	6.00	.1395	.84
	<u>1104.26</u>		<u>\$135.12</u>