

Gene Wilde - St. Louis General Offices

April 27, 1967

**PLASTICIZER EVALUATIONS
FOR ADHESIVES**

JFQ Res. - C. D. Bias

JFQ Res. - J. R. Darby

JFQ Res. - M. W. Farrar

JFQ Research
A. W. M. Coaker

To further my previous memos on how we screen plasticizers for adhesive use, I would like to point out that we are gaining considerable enthusiasm among our sales force to call on the larger adhesive accounts and to get our products tested and established. One chronic cry is for comparative laboratory evaluation data. I have been sparring with everyone on these requests but I am getting to the point of having to make a decision either to slow down our sales people which I think will come about any way if I don't come up with some data, or get comparative evaluations out to them so they can intelligently discuss facts and figures with the customers. Certainly we all prefer the second alternate. What I am hoping for is that we probably have already developed some evaluation data on the old standards like Benzoflex 9-88 and Benzoflex 250 but, unfortunately, we have never written these up with Monsanto comparisons to give to our field people. I am sure we all know and recognize the immense need for factual data which can be presented to customers rather than depending upon the verbal word.

Recently I received literature on Eastman's Plasticizer 135 which they are promoting for PVAc emulsion adhesives and they are doing quite a good job. I intend to review this very carefully and hopefully we can develop testing along the lines they report on their product. They go into such things as --

- How to incorporate into the emulsion
- Emulsion viscosity stability
- Minimum film forming temperatures
- Film mechanical properties
- Resistance to accelerated aging
- Retention in films
- Film resistance to water extraction and spotting
- Film adhesion characteristics
- Bonding properties of plasticized emulsions

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If Eastman can do all of this for a 14.5¢/pound plasticizer, we should be able to do something along these lines for our products.

Would you please give this some serious thought and let me know what action we expect to take. Perhaps a meeting with you some time in the near future would be worthwhile. If you are amenable to this thought, please let me know and we can immediately set up a date.

In summary, Bill, what I need is some comparative data on our products versus competitive products used by the adhesive industry in tests which are meaningful to the adhesive industry.

Gene Wilde

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