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Inter-Office Communication

MINERALS, PIGMENTS AND METALS DIV'N
PFIZER INC.
836 NATIONAL BANK BLDG.
TOLEDO, OHIO 43604

TO: Roger Linnett - New York

March 1, 1972

FROM: Harry E. Rourke - Toledo

RE: Monthly Sales Report for February, 1972
Building Products

Attached is the Monthly Sales Report for February, 1972, covering Building Products.

Harry E. Rourke

Harry E. Rourke

HER:jj
enclosures

cc: Don Ingram, William Stephenson, James Garn
Dave Brant

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SAMPLE 15789

505 00877

March 1, 1972

BUILDING PRODUCTS

TONNAGE COMPARISON

REGION 4000

	TONS, FEBRUARY, 1972					TONS YEAR TO DATE				
Product	Seasonalized Budget	1972	1971	- - 1971	+ - Budget	Seasonalized Budget	1972	1971	- - 1971	+ - Budget
Finish	2,011	2,155	1,642	+31%	+7%	3,473	3,842	3,231	+19%	+10%
Masons	1,435	1,961	1,509	+30%	+37%	3,086	3,813	2,353	+62%	+24%
Agric.	98	177	131	+35%	+81%	176	237	219	+8%	+35%
Kilnoise	31	70	11	+536%	+126%	55	74	38	+95%	+35%
TOTALS:	3,575	4,363	3,293	+32%	+22%	6,790	7,966	5,841	+36%	-17%

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SALES HIGHLIGHTS

The trend in improvement of sales continues as it has been since May of 1971. Our increase has exceeded the same reporting period every month since then and this period, February, continues to show the trend and at a considerable percentage increase compared to February of 1971. At this point, we are +32% over 1971. It even exceeds the Seasonalized Budget by +22%, based on our 1972 hydrated budget of 54,854 tons. It would appear that, using the year to date figures of 7,966 tons, a seasonalized adjusted budget for this year could reach 65,000 tons, or almost 10,000 tons more than the budget. At the moment this figure may be a little too optimistic, but the next two or three months will confirm it. It would be my guess that we are looking at a 60,000 ton Building Hydrate year at Gibsonburg without too much problem, PROVIDED that our service doesn't fall apart when peak requirements are required.

Roger, in reviewing a little historical information, the following should indicate the way the year is going:

Hydrate Tonnage Year to Date Through February - Region 4000

1968	1969	1970	1971	1972-Actual	1972-Seasonalized Budget
7,527	6,563	5,892	5,841	7,966	6,790

Year end 1968	57,000 tons	Jan./Feb.	7,527 tons
Year end 1969	59,498 tons	Jan./Feb.	6,563 tons
Year end 1970	50,208 tons	Jan./Feb.	5,892 tons
Year end 1971	54,136 tons	Jan./Feb.	5,841 tons

Based on the above analysis, it would be my estimate at this time that we could ship between 60,000 and 65,000 tons of hydrate this year based on the following: (1) Input trends in business continue; (2) Provided that the plant can give us the service.

SHRINK PAK

We have received a small supply of ski pallets and envelopes from Pfizer East St. Louis, along with the portable shrink pak gun. On March 4 we will shrink pak five pallets at Gibsonburg for shipment of 4 pallets of AiRO and 1 pallet of Aquaseal. We will ship these to captive accounts, as follows: 2 - Gray Walker, in Texas; 2 - Santee Cement, Holly Hill, South Carolina; 1 - Premix, Orlando, Florida, with the intention of determining how they arrive at the customer's destination and the feasibility of their unloading.

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SHRINK PAK (Continued)

Roger, it appears to me at this time that shrink packing could be a great asset to us in increasing our business from 5% to 10%. It is my feeling that the company that is the first with this is going to have the greatest opportunity of taking business from competition, resulting in greater share of the market. I don't believe that National Gypsum Company would make the investment. U. S. Gypsum may and Ohio Lime would be slow in deciding. Therefore, with a warehouse and inventory in shrink pak and sufficient oxide, auto-claving and milling capacity, there is a good chance that we may increase our business from 10,000 to 20,000 tons or even possibly more. The key to this, without question, is going to be our ability to service the market.

KILNOISE

The Toronto job now has a second problem - environmental one with asbestos. It has become quite clear that this may be equal to or greater than the NRC factor. It is perfectly clear that we must eliminate asbestos in Kilnoise and supplement rock wool, making our product comparable to what it presently is and improve it to meet a minimum .50 NRC by increasing rock wool perhaps as much as 50%. A hand-made batch of 50% rock wool was made at Gibsonburg by Bob Plants and yours truly and will be taken to Toronto on March 2, for application on March 3/4, side by side with Cafco Sound Shield "85". Upon drying, I will pick up both of these samples in my station wagon for testing in the Geiger Hamme Laboratories in Ann Arbor. From this comparison, we will be able to determine what course of action is needed to increase the NRC factor by means of adding varying percentages of mineral wool. Attached is a copy of an article from the Toledo Blade and one more problem with asbestos.

If our acoustical tests are successful, I hope that the Production Department at Gibsonburg will be in a position to determine what will be required in the form of adaptation in existing Kilnoise equipment by means of a fluffer and whatever else would be necessary to produce Kilnoise with rock wool. I would appreciate it if you or Dave Brant would follow through on your end with regard to the mechanical requirements, so that we will be in a position to convert as soon as possible.

BULK HYDRATE TYPE "S"

There seems to be considerable opportunity in this field. In addition to Santee Cement potential, we are trying to evaluate what opportunities there are with local cement companies within the trucking area of Gibsonburg. At the present time and during this past period, we have compared 9 or 10 different types of masonry cement with a standard of lime and portland. Comparison was made on masonry cement as it came from the bag and with varying amounts of Type "S" Lime added from two to

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BULK HYDRATE TYPE "S" (Continued)

seven pounds. From this analysis, we will be able to determine which cement can be improved by the additive of lime and set up a plan of action to pursue this opportunity with the cement companies. Along with developing product information with Tom at the lab in Gibsonburg, it is necessary that we determine just what the potential tonnage is in this trucking area. I have written to the Bureau of U. S. Mines to get the latest use figures on masonry cement. From this, I think that we can determine what the optimum tonnage would be and a potential share of that, so that we can feed this back into the production people to evaluate our requirements to ship Type "S" Bulk. I would like to go into this with more detail with Dave Brant at his earliest convenience.

PRICE INCREASE

Sometime during this period, I will make recommendations to you for a price increase on the Building and Agricultural Hydrates as shipped from Gibsonburg.

WASTE TREATMENT

During this period, I have been trying to develop information with regard to the opportunities in this field. As you probably are aware, nobody seems to be really sure whether or not the greater opportunities will exist in high calcium or dolomitic, or whether or not it will be in oxide, hydrate, or even stone. We are making calls with the list of potential accounts given to me by you and, just briefly, the information we are getting is not too encouraging. I will give more details on this opportunity in the following reports.

NEW ACCOUNTS

Basic Construction Materials
1111 East Main Street
Chillicothe, Ohio 45601

Cotners Hardware & Supply
6 East Pearl Street
Wapakoneta, Ohio 45895

Degrendel Builders Supply
24455 Groesbeck
Warren, Michigan 48089

Hoefler & Stoecklein
924 Kieffer
Dayton, Ohio

Dave Kasmoch
Box #1
Oakmont, Pennsylvania 15139

Kobrin Builders Supply
1401 Atlanta Avenue
Orlando, Florida 32806

Harry E. Rourke

HER:jj
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