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DATE: 1965 Nov 19

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KAISER CEMENT & GYPSUM CORPORATION
INTER-OFFICE MEMORANDUM

TO C. W. McKinley

DATE November 19, 1965

FROM L. R. McNett

Dick Balcom
F. A. Barker
D. K. Graham

COPIES TO

SUBJECT Sack Cement Market
Southern California

*per L. R. McNett
11/29/65
Revised to
12.6%*

Leog

In answer to Question #4 as listed on Jim Beatty's memo of November 2nd, I would forecast a market penetration of ~~15 3/4%~~ to ~~16 1/4%~~ with the stipulation that to do this we must accomplish the following:

1. Use competent service and sales-minded personnel in the pack house and shipping office.
2. Product quality and consistency. There are two very important areas with respect to this item. For producers of concrete products, both sack and bulk, maintenance of color has to be consistent along with quality. Also with respect to plastic, we cannot continue to have asbestos in the hand plastic and no asbestos in the gun plastic and this does happen. Another item is to be on the peg with respect to sack weights. We have been over and under numerous times.
3. Load-out

We are still delaying truckers. We have had complaints on delays involving as much as 9 hours as recently as November 9, 1965 (see attached RTA). Also production should look into complaints on palletizing, and stacking, paper sack strengths, dirty pre-palletized loads and to put in facilities and personnel sufficient to give service equal to, or better than, our competitors give. We cannot develop the demand and then be equal. We have to be equal and then earn the business. This situation is not "Which came first, the chicken or the egg?" Our plant personnel should develop "esprit de corps".

We have accounts that will give us orders if we can take care of them. One good example is Valmat and, as you can see by the attached report, our service leaves something to be desired. Now, I believe it is safe to assume that every truck that comes into our plant must receive the same treatment and, in turn, leaves there with the same negative impression.

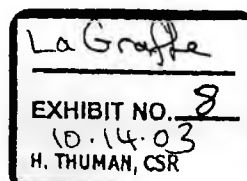
With regard to Doug Ashton's memo of October 5th regarding Chemical Transport and his last paragraph specifically, coffee. This is good. As I recall, Linc Varco started this in Seattle some years ago. And, speaking of Linc, I don't think I would be out of line in suggesting that he could be sent to the various plants for purposes of assisting plant managers in evaluating his pack house personnel in all phases and pointing out what courses should be taken in order to make our pack house a place the driver wants to return to!

LRMcN/jg
enc.

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NOV 22 1965

C. W. MCKINLEY



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KAISER CEMENT & GYPSUM CORPORATION
INTER-OFFICE MEMORANDUM

*Free
So. Calif.*

TO: C. W. McKinley

DATE: December 20, 1965

FROM: L. R. McNett

COPIES TO: Dick Balcom
F. A. Barker
D. K. Graham

SUBJECT: *Log*
66

Re: Sack Cement Market
Southern California
Plastic Cement

Your hand-written questions on the face of my November 23rd memo were answered by my December 8th memo - see copy attached.

However, I would like to add the following. If we can come up with a dual purpose plastic cement, we succeed in doing the following:

1. Elimination of the present asbestos blending process for gun plastic.
2. Elimination of customer complaints due to, at times, erratic mixing.
3. One simple sack processing for both hand and gun plastic.
4. Still sack out the material in (a) gun plastic bags and (b) hand plastic bags, even though the material is identical in either bag.
5. We continue to charge the premium - \$.80 for gun plastic and \$.50 for hand because that is what the industry established and we followed suit. To do anything else on the premium pricing would upset the industry.

LRMcN/jg
enc.

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DEC 21 1965
C. W. MCKINLEY