

FILE NAME: Johns-Manville (JMA)

DATE: 1973

DOC#: JMA034

DOCUMENT DESCRIPTION: Letters & Memos Discussing use of term "Asbestos Free"

FILE

Asbestos Fiber Division
Denver - Greenwood Plaza
April 5, 1973

H. B. Moreno

cc:
W. L. VanDerbeek
J. R. Hutcheson
F. J. Solon, Jr.

THERMO 12 - CARTON LABELLING
YOUR LETTER OF MARCH 22

Frankly, we in A.F.D. deplore the expression "Asbestos Free." The words have adverse impact on our business and affect us in all categories of products in which asbestos is used. We have seen these words used in the G.E. advertisements on plastics and many of our customers have also.

May we suggest you use the words "Contains No Asbestos" as an alternative.

N. W. Hendry

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JM - 83**

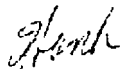
Denver HQ
March 22, 1973

J. B. Jobe

THERMO - 12
CARTON LABELLING

Attached is a letter from Dick Stapleton requesting permission to put the words "Asbestos Free" on our Thermo-12 cartons. In addition to Dick's comments, which are self-explanatory, I would like to mention that in attending Tom Williams' sales meeting this week, the individual salesmen and district managers repeatedly stressed the urgency and necessity of having the "Asbestos Free" notation on the cartons. Several of them have gone so far as to say that sales will be severely hampered if we do not do this because our competitors have all adopted this practice,

I personally think this can be done with minimum effect on our asbestos fiber sales, since we will continue to carefully screen all advertising literature. I have, however, asked the division to put through an RFA to revise the carton labelling and felt that everyone receiving copies of this letter would want to be so advised.


H. B. Moreno

HBM/bb

cc: W. L. VanDerbeek
G. W. Wright
N. W. Hendry
F. J. Solon
R. M. Billings
M. S. Benson

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B. F. ...
W. ...
JME
741
Bug
File
3/30
sent for
to ...
Division Headquarters
March 20, 1973

R. M. BILLINGS

cc: H. E. Moreno - 3 South
P. J. Solon - 1 West
H. E. Konrad
H. J. Hastings - 1 West

RECEIVED

APR 2 1973

H. G. DONOVAN
ASB. FIBRE DIVN.

THEM-12 CARTON
"ASBESTOS FREE"

It is imperative that we obtain permission to put the words
"Asbestos Free" on our Thermo-12 cartons.

Several Engineers, (Sargent & Lundy, Stone & Webster, and
others) as well as our Insulation Contractors, have said they
cannot put material on jobs anymore without the "Asbestos
Free" designation.

OSHA representatives and Safety Engineers will no longer
accept our verbal assurance that the material is asbestos free.

Competitors use "Asbestos Free" nomenclature, and it makes
job site inspection much easier for the engineer, contractor,
owner, and OSHA inspector.

Our Advertising Group has interpreted Mr. Jobe's letter of
January 19, 1973 on the advertising ban of "Asbestos Free" to
mean that it cannot go on the carton. Our technical literature
refers to "Asbestos Free" as it must - but, this does not
satisfy our customers.

We need immediate relief on this.

R. A. STAPLETON

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RAS:lmz

Denver - DHQ
Industrial Products Division
May 16, 1973

MAY 21 1973

Copy to
To: N. Hendry
JRM

R. H. Cuje

Thermo-12 Carton Labeling
Your Letter - May 15

Replying to your letter is a little like answering the question: "When did you stop beating your wife"? However, I believe some clarification is indicated.

First, it should be noted that we consulted with the Environmental Control Policy Committee and the Asbestos Fiber Division on this subject. Approval to use "Contains no asbestos" on our cartons was given by J. B. Jobe, F. J. Solon and N. D. Hendry. We do not use this term in our advertising.

In your letter, you refer to establishing a precedent. This is not true since we only want to do this to cope with a specific situation. This Division sells, and will continue to sell, millions of dollars worth of products with asbestos content.

Why is Thermo-12 different, or why isn't it the same as built-up roofing? Simply because when this material is fabricated on the job, dust is generated. The contractors who use our materials are subject to the OSHA regulations and a product containing asbestos leads to respirators, protective clothing, physical examinations for asbestos workers, etc. When piping has to be reworked, tearing off the insulation creates even more dust. On the job site, the fact that "Contains no asbestos" is on the carton, satisfies the OSHA inspector on this point.

In addition, a number of large industrials, including DuPont and Shell have instructed their people not to use any insulation with asbestos in it.

In the face of this, the following competitors have been actively promoting "asbestos free" products to our detriment: Pabco, O.C., Keene, Philip Carey, Eagle-Pitcher and 48 Insulation. To try to show you the importance of this topic in the insulation industry, I'm attaching two copies of the N.I.C.A. Outlook which is an important trade magazine for the industry. In these typical issues, please note the following:

March Issue

Page 7 - Respirator ad

Page 11 - Insulation Hygiene Report

"Asbestos Standard Has Little Effect"

"Asbestos Workers Health Hazard Program Begins"

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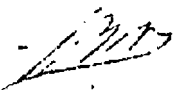
Thermo-12 Carton Labeling
May 16, 1973
Page 2

Page 12 - "Six Insulators Die in Accident"
Page 21 - Pamrod "Asbestos-Free" ad
Page 24 - Cermospray "Asbestos-Free" ad
Page 29 - OSHA "Request for Health Hazard Evaluation"

April Issue

Page 5 - Eagle Pitcher "Asbestos-Free" ad
Page 13 - Keene "Asbestos-Free" ad
Page 17 - Pamrod "Asbestos-Free" ad
Page 21 - Cermospray "Asbestos-Free" ad
Page 22 - Respirator ad
Page 31 - Careytemp "Asbestos-Free" ad

With this much activity in the trade, it hardly seems reasonable that putting "Contains no asbestos" on our Thermo-12 cartons will cause the company any harm. Not putting it on the carton gives us the job of selling sixteen million dollars worth of Thermo-12 with one hand tied behind our back.


R. M. Billings

/cac

Attachments

cc: W. R. Goodwin
F. E. Dutcher
W. L. Vanderbeek 
F. J. Solon
J. B. Dorsey

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