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TO: Regional Managers DATE: April 28, 1970

FROM: Thomas F. Egan

cc: J. N. Beveridge
James Cintani/Zono-Trenton

Gentlemen:

So that you are up to date on the development of the Mono-Kote reformulation and the asbestos problem, the following information is listed:

A) New Mono-Kote

1) We have an asbestos free Mono-Kote, in fact two formulations. Today we finished spraying a column (2-1/2"-4hr.) at Underwriters' Laboratories, Inc., Chicago, and will fire test within 30 days. This will give us our first listing and data on a full-scale test.

The floor assembly test for full equivalency is giving me great concern in that we must wait for the concrete fill to reach a given moisture content before we can spray and then test 30 days later. Tom Feit and I are exerting pressure on Underwriters' Laboratories to provide some other means of evaluation and also attempting to secure finished frames at other laboratories.

2) We are testing the new Mono-Kote on three projects for pumpability and yield in the East and Buzz Wendel is lining up several on the West Coast.

3) Phil Strand has laid out a new ad program, making plans for a new bag design and prepared a Mono-Kote sales pitch that touches on the new product.

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4) Present plans call for the introduction of the new asbestos free Mono-Kote as a type B or modified product in addition to the present one. This will enable our contractors to renegotiate signed contracts and offer an asbestos free product. We are trying to avoid job price protection and increase prices at all levels.

B) Asbestos-Health

1) Dr. Selikoff, who started the asbestos pollution concern and other major Eastern health officials, have been contacted, and we have pointed out the advantages of a cementitious product. We are indicating that we have asbestos in our present product and that we are ready to introduce an asbestos free product with Underwriters' Laboratories labels late in July. (See attached booklet)

2) The public concern of asbestos pollution is national in scope since early April and there are few cities that are not aware of this situation.

Please keep your antenna up and relay any and all comments and facts you hear in your area. We are really pressing here and will welcome your advice and comments.

Sincerely,

Tom jac

Thomas F. Egan

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