B E S T W A L L G Y P S U M C O M P A N Y

GYPSUM WALLBOARD MANUAL — Section 5

Sub-Section F

1965 EDITION

PLAINTIFF'S EXHIBIT

GP-815

BESTWALL ETERNAWALL DECORATOR LINE

Changes in Colors and Textures

The Masland-Duraleather Company have been reviewing their line of Wall Decorator materials, with a view toward improving the selection available and dropping out some of the items which have apparently lost their appeal to interior decorators, as witnesse by their lack of movement. Bestwall's folder "The Decorator Line" Form BW-626 5 describes the current items.

The following textures are being discontinued as a standard stock item by Masland; Nikko, Tempest, Arbor, Goldust, Matsue, Candid, Apex, Banner, Cotele, and Zircon.

Tradewind is being revised slightly with a new embossing wheel. The product will be available in 9 colors under the tradename, Malibu. Yearling, a leather type texture, is being revised with an improved roll. The new texture will be known as Delta, and will be available in 25 colors.

Of the other current patterns which remain in the line, Wood in 5 colors and Bedford in 5 colors will have no changes, but the rest will have certain colors discontinued.

Horizon will be available in 4 colors; H692, Buckram; H749, Casino; H221, Sand; and K559, Willow. Finesse will be available in 9 colors; SK611, White; SK725, Aqua; SK419, Sandalwood; SK513, Sage Green; SK654, Gray Mist; SK321, Shell Pink; SK623, Eggshell; SK249, Gold; and SK408, Greige. Revere will be available in 8 colors; 632E, Ivory; 432K, Sand; 323K, Shell; 649W, White; 783, Lagoon; 663F, Green; 951D, Yellow; and 555G, Mist.

Woodmere will be available in 2 finishes. The dull finish you have in your Decorator book will be a special finish. The new Woodmere will have the same graining but will have a smooth finish and look like a varnished or polished surface. The same 6 colors will be in the group. Bestwall's Woodmere Mahogany Eternawall will continue as per the samples being distributed as a "dull" finish.

The new textures and number of colors which will be added include; Italia, 5 colors; Silkeen Luxor, 6 colors; and Tiki, 8 colors; all of which are easily put together in panels. There are 5 additional textures which will be checked to be sure their pattern is such that they can be included in the line as a predecorated wallboard item, where it is not always possible to match edges, after a closer check of panels being made at Fort Dodge. These include; Saxon Countess, 7 colors; Camille, 12 colors; Dato Wall, 10 colors; Konoya, 7 colors, and Palette, 6 colors.

A new Bestwall decorator book showing 16 patterns with a total of 132 colors, is in preparation and should be available during January.

In the meantime, while Masland-Duraleather has made this change, existing stocks of the discontinued items may be available. If you have an order for a small quantity check availability via your Regional Office with General Sales in Paoli. Of greater importance, all the embossing rolls of these discontinued items will be kept for six months. Where there is a demand they will be kept longer. Minimum orders of 12,000 sq. ft. of any embossing pattern and any color will be available as per Price Schedule 1 Page 1E.

SGP 0025309

ETERNAWALL - FLAME SPREAD RATING

Eternawall has become used widely in schools, hospitals, office buildings, apartment houses, etc.,&the need of an Official Flame Spread rating has become more pressing. An Official Tunnel Test at Underwriters' Laboratories in Chicago developed a Flame Spread Rating of 35 on Eternawall. Laboratory work will continue to improve this to 25 or less.

In the meantime, while some building codes list 25 as the maximum for unlimited use. please be sure you understand that very generally this limitation is only in very special areas and a very great majority of the places where Eternawall can be used, generally permit up to 50. For instance, under the Uniform Building Code followed by over 1000 communities largely on the West Coast, a Class I material having a Flame Spread rating of 0 to 25 falls under Federal Standard Test, Class A. Class I or Class A material has unlimited use. Class II, 26 to 75 in the Tunnel Test falls by Federal Standard Test in Class B or C; Class B is 26 to 50 and C, 51 to 75. Under the UBC the only limitation on Class II material is to exclude its use in "Enclosed Vertical Exitways". Notice the 3 words "enclosed", "vertical", and "exitways". Thus in a school building, where the stairs are not enclosed, Eternawall can be used throughout. If the stairs are enclosed, then some other finish in that stairwell would have to be used. In this particular instance, if a vinyl surface is necessary expensive special sheet available from Masland Duraleather with a Flame Spread of 15 could be applied to gypsum wallboard that had been erected and finished. Thus the enclosed stairwell could be finished with one or two layers of 5/8" Firestop to provide the 1 and 2 hours fire resistance necessary and the surface covered with Masland Duraleather's product or could even be painted.

Copies of Underwriters Test Report will be made available and you will be advised as to how Bestwall's product is to be marked. Where you have need for this information officially, before the Test Report is available, please advise General Sales and arrangements will be made to have Underwriters write officially to the Building Department involved.

ETERNAWALL

Eternawall is a vinyl-clad gypsum wallboard by Bestwall. Available in a variety of colors and textures, it provides beauty and utility to commercial, institutional, and home interiors. The durable vinyl won't chip or peel, never needs papering or painting, and can be washed with common household cleaners. The gypsum wallboard is strong and resilient, reinforced with miles of glass fiber filaments. The solid gypsum core is incombustible. In combination with the flameproof vinyl covering, it offers excellent fire protection.

Eternawall's colors won't fade. The deep linen-textured vinyl surface can even be scrubbed without damage to color, texture or design. Because of its ability to take hard wear and to resist stains, Eternawall is ideal for restaurants, hotels, clubs, and hospitals as well for home use.

The large panels of Eternawall are easily installed, by amateur or "pro". Used on any wall, Eternawall imports extra wear-resistance as well as outstanding beauty.



ADVANTAGES

• Lasting beauty • Easy to keep clean and free from stains • Outstanding strength and resilience • Fire protection • Choice of attractive colors • Ease of application • Ready for use without painting or further treatment • High quality, washable vinyl surface unaffected by milk, coffee, juices, syrups, even alcohol and many acids • Won't fade, crack or peel • Resists scuffing and chipping • Standard Line offers choice of five decorator colors and new Woodmere Walnut (Note: The "*Decorator* Line of Eternawall" is available in over 200 variations of colors and textures) • Surface may be repainted to suit changes in decor.

PRODUCT USES

Designed as durable, beautifying walls for homes, offices, restaurants, hotels, clubs, hospitals.

DATA

Sizes: Thickness: ½" (Standard Thickness). Also available on order in these thicknesses — ⅜"; ⅝" Firestop.

Length: 8' (Other lengths available on order)

Width: 4'

Edges: Beveled

Colors: *Standard Line:* Sand, Shadow Gray, Snowdrift, Seafoam Blue, Spring Green, and Woodmere Walnut, a handsome new wood pattern.

Decorator Line of Eternawall:
With the various colors available in any of 18 textures, there is a total of more than 200 variations of color and texture.

Application: Apply vertically over studs or over existing walls with furring strips with an adhesive and/or nails. Nails of matching colors blend with the board. The board may be cut by scoring through the vinyl surface and snapping it back on a straight edge, or sawed with the vinyl face up. Complete application instructions available.

Packaging: Twin Mounted; End Taped.

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