

GEORGIA-PACIFIC CORPORATION
BESTWALL GYPSUM DIVISION

September 13, 1966

PLAINTIFF'S EXHIBIT

GP-1113

General Sales Bulletin #62-66

TO: ALL REGIONAL SALES MANAGERS
ALL AREA SALES MANAGERS
ALL SALESMEN
DISTRIBUTION DIVISION SALES PERSONNEL

CC: R. I. Fredericks, Paoli
K. A. McCaskill, Paoli
M. M. Powers, Paoli

SUBJECT: 5/8" FIRESTOP

RE: Improved Product Type "XXX"

BY: C. E. Abbey:jw

(66)

Bestwall announces a new lightweight 5/8" Firestop and a new 2-hour floor and ceiling design which competition does not have. This is a major breakthrough in the development of fire rated wallboard.

During the past year one of the gypsum competitors has been using the theme "Breakthrough!" in their advertising. I hope each of you have recognized in the recent advertisement on fire rated WR Board in which the claim was made to be the first and only one with a proven fire resistance rating with core treated fire rated board over wood studs that Bestwall had this some six months previously and you had an announcement to that effect. The product was available at all Bestwall Plants with the appropriate end bundling tape for 5/8" Firestop Tile Backer Board at the time the ad appeared. Bestwall's development with the 5/8" Firestop is of far greater importance than any of these so-called "breakthroughs" by competition.

The weight of 5/8" Firestop wallboard for ALL our ratings covered by Underwriters' will be reduced by about 10%. The reduction in weight may vary some from plant to plant but as you can see, 5/8" Firestop will be lighter in weight than competitive fire rated gypsum board. Bestwall will still make only one fire rated wallboard, THE BEST! Our weight will pass and be near the minimum ASTM and Federal Specification weight, at 2250 pounds per MSF, for 5/8" thick wallboard.

Competition talks about two and three different types of fire rated board in the 5/8" thickness. Also, several competitors have talked about lightweight fire rated board. It is obvious from their promotion, samples picked up in the field, and from the UL listing that they are making the lightweight fire rated board at only a few of their facilities, and apparently cannot make the lower weight product at all their plants and this is a Type "X" board which covers only a few rated assemblies. This means the contractor, building official, architect, dealer, etc. can never be sure. "Your best friends won't tell you!" With Bestwall there is no doubt! Stock one product! Use one product! -- for all the fire resistant ratings.

Tied in with this reduction in weight, a new incombustible floor and ceiling assembly, identified as UL Design #259, 2-Hours, with 2" of concrete over metal lath on steel bar joists with 5/8" board attached to the underside of furring channels beneath the joists has been proven with the new 5/8" Firestop. All details are competitive.

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This is the ONLY 2-Hour rating with 2" of concrete. Be sure you stress to building officials, general contractors and architects that the 2-Hour and 3-Hour ratings with competitive boards must have 2-1/2" or 3" of concrete. 1/2" of concrete over the floors represents a greater weight than does the 5/8" thick Firestop itself, and many times the difference in weight between a 1/2" fire rated board and 5/8" fire rated board. Concrete has a density of approximately 150 lbs. per cubic foot, while gypsum board weighs approximately 50 lbs. per cubic foot. The material cost of that 1/2" of concrete floor with the labor cost to place it in the high rise buildings is far greater than the cost of the 1/8" difference in thickness in the fire rated board, and Bestwall's new low weight means 5/8" Firestop is only a few hundred pounds heavier than 1/2" fire rated boards on the market.

Tests are planned to prove a similar weight reduction in the 1/2" Firestop. A test for a three hour rating for a floor and ceiling assembly is planned. Tests of foil back Firestop are also planned. You will be advised.

The Bestwall Plants will begin making the new 5/8" Firestop board during September and by September 15 all plants will use the new formulation in all 5/8" Firestop made. Bestwall's lightweight fire rated board will be face marked with the words "Firestop Type XXX" to designate it as being the best, and different from the regular Type "X" board available from competition and from Bestwall's previous formulation. Until all the old stock of Bestwall's 5/8" Firestop face marked Type "X" has been shipped out, there will be some mixing of the products. Remember, except for the new floor assembly Design #259, 2-Hours, both Bestwall products give the same fire ratings. The Gypsum Association Fire Resistance Design Data lists Type "X" and Type "XX" and may soon show Type "XXX". The "XX" and "XXX" generally provide higher fire resistive ratings than Type "X" board. Only Bestwall's Type "XXX" has been approved by Underwriters' for all the ratings developed in previous tests of Bestwall's Type "X" and Type "XX" Firestop.

Take the advantages of Firestop and of Bestwall's proven superiority and tie up those large buildings and projects requiring fire rated gypsum wallboard.