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The RUBEROID Co.
SOUTH BOUND BROOK, N. J.

November 11, 1966

TO: Messrs. Bettoli - Darrell - Dent - Page - Hall - Milstein - Monahan - Neil -
O'Leary - Ostic - O'Brien - Thede - Van Akin - Sweeney - Kuhlken -
Hoeltzel - Hazell - Olson

MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCT DIVISION
MEETING - NOVEMBER 7, 1966

A meeting of the subject committee was held in New York. In attendance were:

Members

F. K. Sweeney, Chairman
T. A. Dent
J. G. Hall
D. L. Neil
D. A. Davis

Guests

P. S. Bettoli
W. R. Darrell
C. H. Thede
L. J. Monahan
R. C. Olson
E. L. Ostic
E. J. O'Leary

I. BUILDING PRODUCTS

A. Imperial Vinyl Clad Siding

Decisions have been made as follows:

1. The existing low density product will be called Imperial pending selection of a suitable name for all low density products.
2. The new wood grain texture will be called Romany pending selection of the suitable name.
3. Imperial will continue to have a 14-1/4" exposure and be straight edge and Dura Shake texture.
4. The present Imperial five-color line will be merged with the existing eight-color line of Dura Shake, resulting in a duplicate color line for both products.
5. Romany will have a 13-5/8" exposure (vs. 12-1/4" for Togany) and will have a thatched butt similar to Togany. A new trimming die has been ordered and should be available during February. Modifications in trimmer operation (but not die design) will be investigated in an effort to achieve a rougher cut along the thatch edge.

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6. Since the Romany texture on Mr. L. Roberts house is not acceptable, the engraver's tool is being drastically reworked and a rougher, deeper texture roll is scheduled to be available by January 15.
7. Romany will be packaged four bundles per square (44 pieces per square).
8. Since no practical method of producing a reversible shingle has been found, this feature will not be incorporated in the die now being fabricated.
9. Alignment of simulated joints and thatch cuts appear necessary. Also a capability to obtain more distinctive and/or varying simulation is required.
10. Research will develop methods and prepare samples showing a more grainy paint surface and also colored laminations in the base of the shingle.

B. Medium Density

As a next step, effective about January 1, South Bound Brook will convert 12" x 24" Dura Color (all colors and White) to the medium density formula. A change in color code will be required on colors other than white. Medium density production at St. Louis will be limited to 12" x 24" White Dura Color.

Conversion to the medium density formulation is being made gradually since changes in paint curing cycles are required and it is essential to prove that no adverse effects on coating quality will occur. Additional shrinkage data is required prior to conversion of the clapboard products.

An I. A. will be submitted to cover the installation of Dura Shake equipment at St. Louis.

C. Class A Shingles

An I. A. will be submitted to cover equipment installation at Kansas City.

D. Wood Blends

A wood blend pattern has been developed by Mr. Hoeltzel and a short test run will be made in Dallas for roof application. As agreed, this blend does not require the production of a new granule color.

E. Fungus Resistant Shingles

Sales reported that the Barrett Fungus Resistant Shingle has not created competitive problems to date. It is believed that J-M will soon offer a similar shingle except that they will employ 3M granules which include about 5% of coated copper granules blended in with the regular granules. The Granule Division Research Lab has an extensive program going in the fungus area, but requires more exposure time before selecting a commercial system.

F. B.U.R.

Inspection of several Mica Weather Guard roofs (three plies of coated felt - no pour coat or slag) confirm that this system is overly susceptible to ponding water. Since there is definite Sales interest in this system, additional Research effort will be made to improve the system. As a first step, product weight will be increased from 40 lbs/sq. to 50 lb. The increased weight will permit a heavier application of face coating. In addition, some improvement in manufacturing technique is required. Sales will continue to emphasize the need for adequate drainage.

Mr. Ostic reported that T/NA sales were up in 1966 over 1965 despite de-emphasis by Sales. Future success of the product will depend to a large degree on field performance of the "no tape" system, production of which starts in December.

Research proposed the start of a program to develop T/NA surfaced roofing panels and this proposal was endorsed by Sales.

G. Hallmark Type Roofing

Mr. Bettoli showed mock-ups of a "woven-butt" shingle which presents opportunities for distinctive color and texture styling. Boards will be prepared for viewing.

H. Flat Sheets and Panels

South Bound Brook is manufacturing flat sheets according to the up-graded specification and "Eterna-Wall" availability has been announced to districts supplied by South Bound Brook. Preliminary runs of "Eterna-Wall" have been made at St. Louis and product availability will be announced at the upcoming Sales' meeting in the midwest.

Mr. Olson's report covering his investigation of Laminated Panels, Inc. as a possible acquisition was discussed. This company has equipment and some know-how and is producing and selling panels. It lacks technical depth, working capital and profitability (at current volume levels). Further review is necessary.

I. Perforated Asbestos-Cement Board

The possibility of stocking National Gypsum product at St. Louis is being investigated.

II. INDUSTRIAL PRODUCTS

Lack of time did not permit discussion. It was suggested by Mr. Dent that the meeting for the Industrial Division should be held on a separate day. Research concurs.


D. A. DAVIS

:GJR

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