

TO: Executive Committee
Plastics Bottle Institute
Society of the Plastics Institute

SUBJECT: Status Report - Carbonated Beverage Bottle Committee

DATE: September 4, 1974

FROM: Robert L. Walter, Chairman
Carbonated Beverage Bottle Committee

The formation of a Carbonated Beverage Bottle Committee was announced by Institute Chairman Mal Cooper, via a letter to official representatives of the Plastic Bottle Institute, on March 12, 1974. The purpose of the Committee was stated as:

"To define and develop the necessary test and test methods for the performance and properties of materials, and/or bottles for use in the carbonated beverage industry, and other matters deemed appropriate."

The initial meeting was held June 19, 1974, in New York City. Attending were representatives from:

- Monsanto Company
- Owens-Illinois, Inc.
- Consupak, Inc.
- E. I. duPont deNemours & Company, Inc., Plastics Department
- Borg-Warner Corporation
- Ethyl Corporation
- American Can Company

It was decided that the initial program would be establishing test-methods, using ASTM protocols, covering significant physical properties for carbonated beverage containers, one-trip and refillable, pasteurized and non-pasteurized.

Another conclusion was that manufacturers of other than AN based polymers, e.g. polyester, for carbonated beverages should be invited to join the sub-committee.

The second meeting was held July 18, 1974, in New York City. Attending
were representatives from:

- Monsanto Company
- Owens-Illinois, Inc.
- Consupak, Inc.
- E. I. duPont deNemours & Company, Inc., Plastics Department
- E. I. duPont deNemours & Company, Inc., Film Department
- Ethyl Corporation
- American Can Company
- Continental Can Company
- Borg-Warner Corporation*
- Vistron Corporation*

*The Borg-Warner and Vistron representatives left before the business meeting was conducted.

A list of 21 physical property test-methods was proposed for study. These were assigned to member companies for development and circulation-for-comment among "voting representatives" appointed from each of the listed companies by September 1. Comments are to be returned to the initiators of each proposed test-method by October 1. The proposed methods and comments will be reviewed by the full committee at a third meeting scheduled for October 23, 1974, in New York City - where deemed appropriate, the proposed test-methods will then be assigned for round-robin correlation and validation testing.

Subsequent to this meeting, duPont Plastics Department resigned from the committee due to the termination of their Vicobar project.

RLW:lb
September 6, 1974

SPI-23829

PLASTIC BOTTLE INSTITUTE
ADDITIONAL PROGRAM RECOMMENDATIONS - 1974-1975

1. CONSUMER AND INDUSTRY SURVEYS: Prepare two plastic bottle surveys, one of consumers and another for key marketing personnel. Industry sources receive mailed forms, and 200 supermarket interviews are held with consumers in key areas. Comparisons between responses direct and coordinate future industry efforts. Information is used for expanded media program and publicity. Institute is identified as leading industry authority.

COST: \$10,000

2. PUBLICITY FROM SURVEYS: Positive results gathered from surveys are developed into articles and releases for wire services, home economics publications, and appropriate household and women's magazines. Information is also used for newspaper mats, showing advantages of plastic bottles and consumer preference for them. Articles can also be reprinted and mailed to customers.

COST: \$2,000

3. WOMEN'S CONSUMER ADVISORY BOARD: This is created to identify the Institute as a consumer related and consumer concerned organization. Based on the most positive responses

to the survey, 50 women are selected for membership. They are sent certificates and told they may be selected as judges in the annual Plastic Bottle of the Year Awards. Together with other consumer group representatives who would also act as judges, the Bottle of Year Awards would have more consumer appeal.

During the year, the Board would also be sent questionnaires and serve as a sounding panel on consumer related plastic bottle issues. The Institute is positioned as a leading industry influence, working in the public interest.

Releases and feature stories about group and its activities are developed for wire services, home economics publications, and selected household and women's magazines.

COST: \$6,000

4. BROCHURE: Plastic Bottle advantages (safety, functionality, weight reduction and convenience) are publicized through brochure. A basic communications tool, it helps establish the Institute as the leading organization, while delivering the message. The brochure is merchandised by spokesperson Dorothy Richey during TV/Radio appearances and during tours of women's clubs and consumer groups. For maximum exposure, the brochure is referred to during spokeswoman's appearance on national television. When requested by the consumer, it reinforces the message delivered by spokeswoman.

COST: \$6,000

SPI-23831

5. PUBLIC SERVICE EFFORT: To establish the Institute as safety organization with consumers, an expanded public service effort is launched. Not dealing specifically with plastic bottles, the program provides ways consumers can avoid household accidents. Featured in all mats and radio spots is the statement: "A PUBLIC SERVICE OF THE PLASTIC BOTTLE INSTITUTE." The image of the Institute, and the products it represents, is positioned in a positive way to offset media negatives. Institute is also firmly identified with the public.

Initial public service effort for 1975 should consist of NEWSPAPER MATS and RADIO DISCS. Three newspaper mats on safety in the home first carries positive image to 1,000 newspapers nationally.

Following this, radio disc is recorded by spokeswoman and is released to coincide with television/radio tour. Spokesperson refers to disc during local and national media appearances and distributes mat reprints at women's club and consumer group meetings. Reprints are also available to Institute member companies.

COST: \$4,000

Second phase of public service effort for late 1975 or 1976 could be a 30 or 60 second television public service spot on same message. Additional budgeting for this spot would have to be done at that time.

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