

FILE NAME: Kaiser Gypsum (KG)

DATE: 1965 Nov 19

DOC#: KG067

DOCUMENT DESCRIPTION: Memo RE Sack Cement Marker Southern California

KAISER CEMENT & GYPSUM CORPORATION
INTER-OFFICE MEMORANDUM

TO C. W. McKinley

DATE November 19, 1965

FROM L. R. McNett

Dick Balcom
F. A. Barker
D. K. Graham

COPIES TO

SUBJECT Sack Cement Market
Southern California

*see L.R. McNett
11/29/65
Return
12.6%*

Lesq

In answer to Question #4 as listed on Jim Beatty's memo of November 2nd, I would forecast a market penetration of ~~15 3/4%~~ to 16 1/4% with the stipulation that to do this we must accomplish the following:

1. Use competent service and sales-minded personnel in the pack house and shipping office.
2. Product quality and consistency. There are two very important areas with respect to this item. For producers of concrete products, both sack and bulk, maintenance of color has to be consistent along with quality. Also with respect to plastic, we cannot continue to have asbestos in the hand plastic and no asbestos in the gun plastic and this does happen. Another item is to be on the peg with respect to sack weights. We have been over and under numerous times.
3. Load-out

We are still delaying truckers. We have had complaints on delays involving as much as 9 hours as recently as November 9, 1965 (see attached RTA). Also production should look into complaints on palletizing, and stacking, paper sack strengths, dirty pre-palletized loads and to put in facilities and personnel sufficient to give service equal to, or better than, our competitors give. We cannot develop the demand and then be equal. We have to be equal and then earn the business. This situation is not "Which came first, the chicken or the egg?" Our plant personnel should develop "esprit de corps".

We have accounts that will give us orders if we can take care of them. One good example is Valmat and, as you can see by the attached report, our service leaves something to be desired. Now, I believe it is safe to assume that every truck that comes into our plant must receive the same treatment and, in turn, leaves there with the same negative impression.

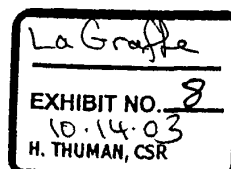
With regard to Doug Ashton's memo of October 5th regarding Chemical Transport and his last paragraph specifically, coffee. This is good. As I recall, Linc Varco started this in Seattle some years ago. And, speaking of Linc, I don't think I would be out of line in suggesting that he could be sent to the various plants for purposes of assisting plant managers in evaluating his pack house personnel in all phases and pointing out what courses should be taken in order to make our pack house a place the driver wants to return to!

LRMcN/jg
enc.

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NOV 22 1965

C. W. MCKINLEY



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