cc: Mr. L. W. WeaverBBH
Mr.W.E.Smith,Jr.-BBA
Mr. C.A. Homan-BBQ

# MEMORANDUM

BBB

*In Reply to* *Date* 2/22/71 *From* F. Lee Russell *To* Mr. P. C. Johnson-BE

*Subject* RE-ENFORCED FLASHING

Mr. H. B. Davis, Assistant Market Manager of the Nicolet Industries called on me February 12, 1971 to solicit our business for their #456 Asbestos Re-enforced with a Fibreglas Scrim Material to saturate and market as a flashing material.

This same scrim is the same material that Barrett manufactures their AB#20 Base Flashing Sheet on. I have viewed this material in numerous installations and am thoroughly convinced that it is the best flashing material on the market today. Mr. Davis quoted me a price of $4.40/100 Sq. Ft. f.o.b. their plant. He is looking into a 10# Sheet that would sell for approximately $4.00/100 Sq.Ft.

The selling price on this material to Roofing Contractors is approximately $10.50/SQ. to wholesalers approximately $9.98/Sq. If we choose to manufacture it and I would very much recommend that we do, this would give us an approximate 35% to 40% gross profit mark-up.

We should be able to sell at least 50,000 rolls of this material the first year we actively solicit business with the product.

According to Mr. Davis, this material can be manufactured at any plant location that we produce a coated felt.

We definitely need this material as an addition to our Built-Up Roofing line because as you know, flashings are the most vulnerable part of a Built-Up Roof.

If I can be of assistance in the development and/or research of this product, I will be glad to do so.

PLAINTIFF'S EXHIBIT
BIR-598

FLR:JK