PLAINTIFF'S
EXHIBIT
GF-1448

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

September 15, 1966

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

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MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCT DIVISION
MEETING - SEPTEMBER 12, 1966

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

Members	Guests
J. G. Hall, Acting Chairman	P. S. Bettoli
D. A. Davis	W. R. Darrell
T. A. Dent	C. H. Thede
D. L. Neil	L. J. Monahan
	G. G. Hazell
	E. L. Ostic
	R. W. Henry
	W. C. O'Brien
	R. Olsen

I. BUILDING PRODUCTS

A. Imperial Vinyl Clad Asbestos Shake Siding

Sales announced that Imperial Siding had been released to the Baltimore, Erie and Millis Sales districts. The three plants in these districts have ordered a total of about 1200 squares for inventory and in addition we have dealer orders for about 300 squares. There has been a slight delay in producing this material due to lack of raw materials, however, materials are now available and it is planned to produce material on two consecutive days during the week of September 12.

At the end of one of these days approximately 35 squares of the new texture will be obtained for application and viewing on a test house. A portion of the new texture run will be thatched along the butt edge. In view of the complications involved in converting the existing die to produce both thatched and straight edged product, and since a reversible shingle is not practical in that the unused set of nail holes will be visible with one of the application options, it was agreed that we should prepare an I.A. for a new Imperial die having a thatched edge. In the event ultimate market experience indicates that a thatched edge is not necessary, this second die would be used as a spare.

It was agreed that Engineering should re-examine the St. Louis operation to determine what is involved to produce Imperial and/or Dura-Shake at St. Louis.(Dura-Shake equipment is necessary for Imperial). Simultaneously Production will review its Bound Brook capability for Imperial and report the maximum weekly capacity available at South Bound Brook. It was

agreed Imperial could not be released to all Sales districts until St. Louis had some capability for producing the product.

At the suggestion of Mr. Monahan, Research will consider a clapboard low density product which would be applied with top nailing only.

B. Dura-Shake Siding

Sales of this product are increasing, apparently reflecting a change in consumer taste for shake type siding. Bound Brook is currently producing approximately 6,500 squares per month. All Dura-Shake produced since July 15 has been made with the easy-cutting medium density formula containing perlite. This includes Dura-Shake being shipped to the other Sales districts. Sales again stressed the need to convert all A/C siding products to the easier cutting medium density formula. Research listed the areas requiring further investigation, namely, curing of the paint, determination of minimum satisfactory strengths and further evaluation of the shrinkage characteristics of this formulation, particularly in clapboard. It was agreed that we would start to convert 12" X 24" White Dura-Color at St. Louis to provide Research and Production with some experience with this formulation at that plant. Research will make every effort to be in a position to release the change for all products by the first of the year. In the meantime, Manufacturing will review the implications for them from the standpoint of material handling if all A/C siding is produced with the perlite formula.

C. A/C Roofing (Dual Die)

In view of the fact that we currently are enjoying approximately 50% of the asbestos-cement roofing business in the Mobile territory. Mobile Sales does not consider it necessary to invest money in a die to produce 16" X 24" American Thatch roofing shingles. An estimate of 9,000 squares of new business was made if this 16" X 24" die was available to produce the "Vieux Carre" shingle, however, it was not felt this volume would justify the expenditure of $8,300.00.

A discussion was held regarding J-M's Bel-Aire (low density) roofing and in view of the $35.00 selling price, 420 lbs. per square, and 252 pieces per square, it was decided to delay development of this type product.

D. Class "A" Shingles

Mr. Monahan reported that the projected volume for 1966, based on sales to date, is 46,000 squares. It is believed the market is considerably larger than this, but the salesmen are not selling this product because of poor experience with deliveries on past orders. It was agreed by Manufacturing that the Bound Brook capability for producing this product is about 50,000 squares per year. The committee spent considerable time reviewing the complexities of a second producing source for this product including the problem of silos for the No. 9 granules and the alternatives of some type of unit container other than bags. Currently matters are at an impasse. Volume is insufficient to justify a second installation and the reason for the lack of sales volume is insufficient manufacturing capacity. It was agreed that Engineering and Manufacturing would

re-examine the equipment requirements at Kansas City to determine the "bare bones" requirements for Class "A" equipment capable of producing 50,000 square per year.

E. New Asphalt Roofing Product

Competition from wood shingles in the southwest and to a lesser extent in some other areas of the country is increasing. A.R.I.B. experience in the southwest has shown that scare tactics regarding fire hazard are not completely effective. Certain-teed's Hallmark shingle, which uses overlay texture, interruped shadow line, and double fabric thickness appears to be an effective answer as far as appearance is concerned, and Certain-teed is reportedly going ahead in three plants to produce this product. There are questions regarding application problems (cutting through double thickness) and resistance to wind driven rain, since the overlay strips create channels. Carey has announced a rustic shingle (350 lbs/sq.) having a thatched edge with a contrasting shadow line along the edge of the butt and another along the top of the butt, and random width tabs, It was agreed that Ruberoid must do more to come up with something new and distinctive in the asphalt roofing line and as a first step Research will set up a meeting of all concerned specifically for the propose of reviewing all possibilities for such a product.

F. Wood Blends

This matter is still open. Sales will consider approving a blend which will not require the production of a new granule.

G. B.U.R.

1. Mica Weatherguard Roofing

Research reported that the initial test roof is showing some signs of failure after 11 months. This roof has poor drainage and may be the cause of some of the observed weaknesses which included several large blisters, map-cracking of the face coating, and several small fishmouths. Since sales of this product have been slow, we will continue the test market program, but limit job size to 250 squares. The address of jobs already applied will be listed for future inspection.

2. Mica Weatherguard Coating

The product will be listed in the 1967 B.U.R. catalog for use on all smooth surface asbestos roofs above 1/2" slope.

3. No. 35 Coated Asbestos

This product is now released in the New York district. The coating is mica-stabilized and is surfaced with talc. We are providing a 20 year bond on roofs having two plies of this product over 1 ply of regular base sheet.

4. Mineralized Cap Sheet

Mr. Ostic requested Research investigation of mineralized cap sheet made with organic felt for application over 2 plies of saturated asbestos on roofs having less than 1" slope.

H. Flat Sheet and Panels

Flat sheet production at South Bound Brook is considered sufficiently improved to permit inauguration of a marketing program, in eastern districts, of flat sheets specifically for curtain wall producers. The product will be given a special name, such as "Eterna-Wall" and the plant will manufacture and inspect prior to shipment according to up-graded specifications. Since this is not a sanded product, however, field salesmen will be cautioned against over-selling.

Research will attempt to produce a small quantity of painted flat sheets for customer evaluation using existing equipment.

Messrs. Olsen and Hazell will visit Laminated Panels, Inc. to further explore acquisition.

II. INDUSTRIAL PRODUCTS

A. Inhibited Calsilite

Currently we are trying to resolve with du Pont certain questions regarding a suspected mix-up in their sampling procedure for a recent series of tests. du Pont indicates these tests will be discounted in which case they will again make a plant visit for final sampling and testing. Current Research work indicates that lower autoclave pressures and controlled drying cycles can result in a higher percentage of residual nitrite in the finished product.
These findings will be utilized in the product produced for resampling. The present schedule is to have du Pont in for resampling by October 1.

B. Improved Pipeline Felt

Mr. Lanier observed the trial run of improved product (made with short asbestos and chopped fiberglass) in a customers yard-wrapping operation in Texas and reports that the customer liked the material and would like future shipments to be manufactured according to the same formulation. Since this improved furnish has a lower cost, Erie will start to convert to this new furnish, limiting volume until supported by additional field experience.

C. Lightweight Corrugated

Application of National Gypsum's "Super 250" to a building in Somerville, New Jersey, has been observed by M.F.P.B. representatives as part of a program to evaluate new weights and new application techniques for corrugated A/C. One wall of the test building is covered with painted product (factory finished) and appearance is good. Reportedly National and Carey offer corrugated in six colors. Sales has requested permission to solicit orders for small quantities of painted corrugated and as a first step Research will submit a P.R.A. to cover test runs.

D. Canal Bulkhead

Sales of our Canal Bulkhead are up 38% over last year in the Florida market. On the basis of available information, Research has released canal bulkhead on a limited and controlled basis for use in bulkhead work in New Jersey. This will provide additional information regarding the freeze-thaw resistance of our product in freezing salt water.

D.A. DAVIS

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