

Biphenyl Revers

1/8/69

H. Berger

As I mentioned in staff meeting, Kourty, Richard & myself are trying to take an overall look at biphenyl recovery possibilities before we embark on a long detailed sampling & evaluation which might be a waste of time & money. Old samples, even if they existed, would be treacherous.

I am unaware of any real "plan" to safeguard the market. One thing appears certain —

we have been, are, and will continue to be vulnerable! Ashland is only one of many potential competitors and neither Monsanto nor the entire industry could swallow all of the biphenyl that could be produced directly or indirectly. Since the biphenyl market is small, the real threat is to broker.

DSW 200084

The business group needs to take a wider view than simply "what is manufacturing going to do about this?" As is our job, we have

active programs for improvement of costs, quality, customer service, capacity, production planning and will certainly do what is appropriate in the way of reduced pollution at our plants. Above this, we have accepted the responsibility of handling the recovery & disposal of customer's wastes and the responsibility for fundamental research on the biphenyl process.

Perhaps we should discuss this further.

Bill Kuhl

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