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File: 3320

Marshall Laboratory
February 2, 1971

MARSHALL R. & D. LABORATORY
SUPPLEMENTARY RELEASE LETTER #2173-A

NEW 1970 COLORS FOR CONSUMER PRODUCTS
IN LUCITE® SPRAY PAINT (LACQUER QUALITY)

Cost Code - 933025/Imp. of Est. Bus.

PROPOSAL AND EXTENT OF RELEASE:

This letter is to propose the Divisional production and national sale by Consumer Paints of one additional new color in the "Lucite" Spray Lacquer Quality (243-Line) as shown below:

243-67589 #2417-C Holly Green

Approval of this release is subject to the completion of a satisfactory alignment program. Marketing believes the addition of a lead-free deep green color is needed to be more competitive in the market place.

MANAGEMENT DECISION REQUESTED:

Management approval of this release is requested. This approval involves the following considerations:

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1. This letter is written in advance of any manufacturing experience on the new color in order to meet commercial goal dates set by Marketing.
2. The new product is being scaled-up directly from the Laboratory to the Parlin Plant. Necessary alignment of the product will be done at the Parlin Plant.
3. The new product is formulated along lines consistent with the currently active "Lucite" spray lacquer formulations. As with existing products in the line, composite grinds are used. Shading is accomplished with 253-Line lacquers.
4. Sprayon Products, Inc., the packager, has evaluated a laboratory prepared batch of this product and found it to be satisfactory.
5. Marketing has proposed that the new color be in "stock position" by March 1, 1971.
6. Stability data on the new color is limited, however, products with like composition have performed satisfactorily in the past. We do not anticipate any stability problems.
7. There are no new pigments required for this product. The formulation does not contain lead pigments.

TECHNICAL OPINION:

The laboratory favors approval of this release. Although we have no manufacturing experience with the new color, the product has been developed within existing formulating principles for the "Lucite" Spray Paint line.

The amount and type of alignment work necessary to make this product can best be defined by Parlin Plant since they have all the manufacturing background experience and the necessary production facilities. The laboratory does not anticipate any manufacturing problems. Sprayon Products has evaluated and approved the product.

No problems are anticipated in packaging.

The R. & D. Laboratory has reviewed the packaged product received from Sprayon and found it to be satisfactory in overall quality and color.

DESCRIPTION OF PRODUCT:

A description of the proposed product along with its physical properties, volume solids, pigment volume, pigment-to-binder ratio, bulk mill cost, etc., is shown on the accompanying chart. The product referred to in this release letter conforms to the formulating techniques for "Lucite" (nitrocellulose) lacquers referred to in Release Letter #2013-C dated 9/1/68 #2013-D dated 8/22/68 and #2173 dated 12/10/69. This product is also lead free to conform with other colors in the line.

COMPETITIVE SITUATION:

The current line of "Lucite" Spray Paints consist of the following colors:

2400-C	Gloss White	2408-C	Cherry Red
2401-C	Wrought Iron White	2409-C	Admiralty Blue
2402-C	Gloss Black	2410-C	Pompom Yellow
2403-C	Wrought Iron Black	2411-C	Persian Blue
2404-C	Clear	2412-C	Bronze Green
2405-C	Gray Metal Primer	2413-C	Mayflower Pink
2406-C	Silver	2414-C	Avocado
2407-C	Gold	2415-C	Harvest Gold
		2416-C	Coppertone

Bronze Green and Avocado are both red toned greens. Since Hunter Green was deleted from the line because of a lead containing pigment, Marketing decided to include their new development, Holly Green, which is a deep blue green for color and will fully round out the line.

TABULATION OF COMPOSITIONS:

See accompanying table.

REPRODUCIBILITY:

Reproducibility on the new color has not been defined but based on previous experience no problems are anticipated.

A one quart sample has been forwarded to Sprayon Products, Inc. This sample will be packaged to contain the proper composition of solvent and propellant addition.

Based on past performance of Sprayon, Inc. who, over the past twelve years has supplied our aerosol requirements, we expect reproducibility of the proposed quality to be good.

CONTINUING LABORATORY WORK:

The laboratory will be evaluating package stability of this color, concurrently with the processing of this letter. Cost reduction studies through lower cost pigmentation could be done if Marketing desires and establishes a sufficiently high priority to justify the use of available manpower.

COST INFORMATION:

Cost from the Control Division on the product involved is shown on the accompanying table.

It should be noted, the relatively high cost of this product versus the other colors in the line is due to the use of a non-lead inorganic yellow pigment (Green Gold YT-462-Nickel 220 complex) which is high in cost but is technically better suited insofar as mill base dispersion is concerned, than some other lower priced available organic yellows which return poor hiding and low gloss in the finished product.

Control Division costs are for guidance only. Official costs should be obtained through the proper channels (Wilmington Cost Dept.).

MANUFACTURING PROBLEMS:

Since there is no change in the basic vehicle composition of this formulation, versus those currently being produced, we anticipate no unusual problems in production. Color and quality standards have been sent to the Parlin Plant.

The Plant is aware of timing involved in this proposal.

SIMPLIFICATION:

The present "Lucite" spray paint line is composed of thirteen colors. Approval of this release will have an adverse effect on simplification, one new formula will be added to our files.

PATENT INFORMATION:

There are no known patents which would interfere with the action proposed in this release letter. An up-to-date status of 243-Line "Lucite" Spray Paint is presented in Release Letters #2013 and Supplementary Release Letters #2013-C, #2013-D, #2173 and #2173-A.

CONFIDENTIAL INFORMATION:

No unusual or confidential information is contained in this release letter.

FORMULA CARDS:

Supply and package formulas are in file. Color standards have been supplied Parlin.

MARSHALL R. & D. LABORATORY

W. F. Welsh

W. F. WELSH

WFW:dk

APPROVED: H. S. Wellman

DATE: 2/3/71

APPROVED: _____

DATE: _____

TABULATION OF COMPOSITIONS

R. L. #2173-A

<u>Ingredient</u>	<u>Chemical or Trade Name</u>	<u>243-67589 Holly Green</u>
H-49	Redistilled Toluene	43.69
G-608	Ester Gum	55.61
RL-233	Medium Oil Coconut Alkyd	51.64
PX-7420	1/2 Sec. Nitro Cellulose	38.13
PX-7400	1/4 Sec. Nitro Cellulose	47.66
W-754	Chromium Oxide Green	22.25
W-785	Monastral® Green	17.48
W-612	Green Gold	17.48
RL-233	Medium Oil Coconut Alkyd	19.86
H-6	Butyl Acetate	146.45
H-44	Methyl Isobutyl Ketone	23.04
H-583	Xylo1	14.30
H-79	Cellosolve Acetate	23.83
H-49	Redistilled Toluene	29.40
H-69	Anhydrous Isopropyl Alcohol	27.81
H-22	Castor Oil	2.78
H-112	Dibutyl Phthalate	5.56
VH-5379	Silicone Solution	3.97
H-6	Butyl Acetate	119.17
253-0582	Milori Iron Blue Shading Base	31.78
253-0222	Carbon Black Shading Base	7.95
253-0154	Zinc Oxide Shading Base	27.50
B-614	Clear Lacquer Vehicle	36.66
	TOTAL	814.00
	Volume Solids	22.11
	Pigment Volume	13.66
	P/B	30.9/100
	Bulk Mill Cost/100 Gals.	\$414.64

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