FILE NAME: Johns-Manville (JMA)

DATE: 1974

DOC#: JMA173

DOCUMENT DESCRIPTION: Dupont Tyvek Ad with BC Notes

7/6/98:

7/5/98: Dupont Tyvek Ad

DuPont wanted to advertise J.M. (Manville Plant) use of Tyvec safety clothing in protecting workers and their families from asbestos, J.M. was not pleased to receive this publicity, it's not clear if ad ran or not (1974).

Johns-Manville

Internal Correspondence

22127A10

To: F. J. Solon, Jr. - 4N

Date: Nov. 18, 1974

From: E. M. Fenner - 4N

Copies: P. Kotin, M.D. - 4N
G. W. Wright, M.D. - 4N
W. B. Reitze - 4N
A. C. F. Finkbiner III - 5W
C. J. DeBiase - 4S
W. F. Goodwin - 1W

Subject: DU PONT PUBLICITY RELEASE
PROTECTIVE CLOTHING - MANVILLE TEXTILE PLANT

The Du Pont Company has requested permission to issue a publicity release on the use by Johns-Manville at our Manville Textile Plant of protective garments made from Du Pont "Tyvek" spunbonded olefin.

Representatives from Du Pont were given permission to visit Manville Plant to determine if, in their opinion, a publicity release was warranted, and if so, to take pictures.

Enclosed is a letter from the Public Affairs Department of Du Pont enclosing the release they have written and the pictures they propose to use.

Also attached for your information are copies of previous correspondence with Du Pont on this subject.

May I please have your comments and criticisms. Note that they request our reply by the first week of December.

DUPONT
ESTABLISHED 1802
E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE 19898

PUBLIC AFFAIRS DEPARTMENT

November 15, 1974

Mr. Edward M. Fenner
Director, Technical Relations
Environment Affairs Department
Greenwood Plaza
Denver, Colorado 80217

Dear Mr. Fenner:

The attached article, on the use of garments of "Tyvek" spunbonded olefin at the Johns-Manville plant in Manville, New Jersey, is being submitted for your approval. The article has now been approved by our press office, marketing management and the Legal Department.

Composite proof sheets are also enclosed. The three photographs we are considering have been marked with an "X". These three were thought to show the garments to best advantage and would accompany the article when it is sent to editors.

When final approval is received from Johns-Manville, the article will be sent to selected publications in the safety, medical and industrial areas. If you, or your colleagues, have suggestions as to where to you would like to see this placed, please let me know as soon as possible.

I am also sending a copy of the article to Mr. Daniel Smuul at the Manville plant, and will clear with him those photographs that are decided upon before their use.

I would appreciate receiving your comments on this article by the first week of December. In order to expedite matters, you may want to phone me on this at (302) 999-2414.

Sincerely,

Anne L. McIntosh

Anne L. McIntosh

ALM:khw

ASBESTOS MANUFACTURER'S SAFETY PROGRAM
INCLUDES PROTECTIVE GARMENTS OF "TYVEK"

Well ahead of schedule in meeting the 1976 standards set by the Occupational Safety and Health Administration, the Johns-Manville asbestos plant in Manville, N.J., nevertheless provides extra employee protection with garments of "Tyvek" spun-bonded olefin.

"By meeting the 1976 standards, we are under no legal obligation to provide clothing to our employees," says Dan Smuul, the plant's safety director. "However," he explains, "we feel that we have a moral obligation to protect our employees, their families and society from any exposure to a harmful level of asbestos fibers. One of the ways we can do this is by issuing protective garments of "Tyvek".

Johns-Manville, the world's largest manufacturer of asbestos fiber, is well aware of the potential hazards in working or coming in contact with this material. When asbestos is mined, milled or processed in manufacturing plants, dry fibers become airborne like dust particles. The principal danger is prolonged and excessive inhalation of asbestos dust, resulting in lung and other respiratory diseases. Dust, which often collects on employees' clothing and skin and in their hair, may be harmful to them and possibly to others outside the plant.

To minimize the chance of infection, OSHA has developed certain guidelines for the safe manufacture of asbestos. The methods used to control the dust level include: sophisticated dust collecting systems, combining high-power exhaust fans, duct networks and filters; special methods of waste disposal; innovative wetting and dampening methods; and protective clothing and portable respirators. Once the desired operating levels have been met, as in the case of the Manville plant, some of these methods, such as protective clothing, may be legally eliminated.

Prior to 1972, employees working in the textile operation at Johns-Manville wore paper garments over their regular clothing. While these garments reduced the possibility of dust and fibers being carried outside the plant, they tore easily and replacements were often needed within several hours.

"Once a garment tears, it no longer offers maximum protection. With several garments being issued each day to every employee in the textile operation, this works out to be quite an expensive proposition," explains Mr. Smuul.

In 1972, the plant decided to test garments of "Tyvek" spunbonded olefin, a Du Pont Company product. The durability of this material convinced the plant's management to switch to coveralls and pants and shirt combinations of "Tyvek". A non-woven product, "Tyvek" displays exceptional tear resistance and tensile strength. Unlike their paper counterparts, garments of "Tyvek" can be worn from one to two days in heavy machine operations, and up to a week in lighter work areas, before replacements are needed.

Garments of "Tyvek" spunbonded olefin can be worn in those situations where OSHA requires the use of protective clothing. They offer improved protection, compared to paper garments, against penetration of asbestos fibers, and fibers will not cling to the garments. At the Johns-Manville plant, where a wet manufacturing process is used to keep dust levels down, the garments of "Tyvek" also help to keep the employees dry while protecting their street clothing.

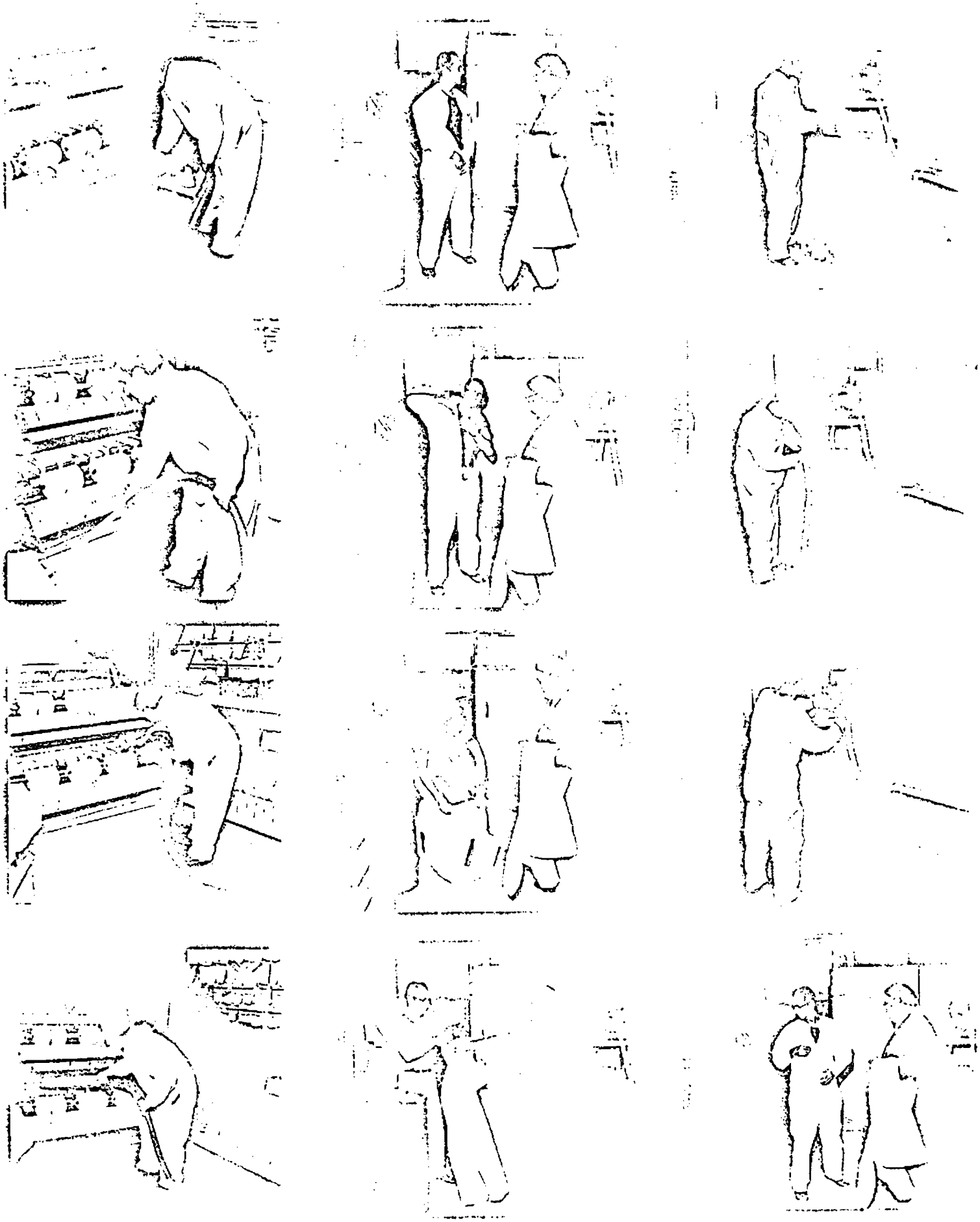
The durability of the garments of "Tyvek" is directly translatable into cost savings. Supplied to Johns-Manville by the Worklon Division of Superior Surgical in Huntington, N.Y., the pants and shirt combinations cost about $1.25 and the coveralls $1.54. This is slightly higher than the cost of paper garments, but the garments of "Tyvek" offer better protection and wear at least three times longer than paper. After several day's wear, the old garments are disposed of in plastic containers, which are sealed and marked according to OSHA standards, and buried in a special landfill. New garments are issued by the plant whenever needed or requested.

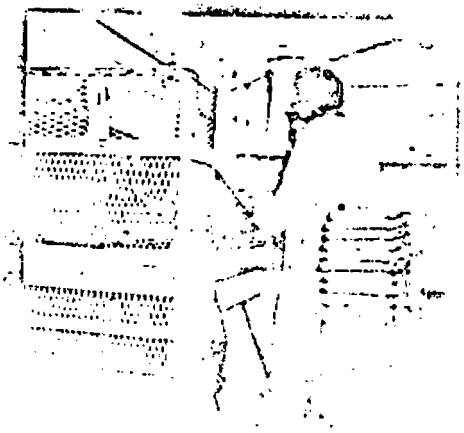
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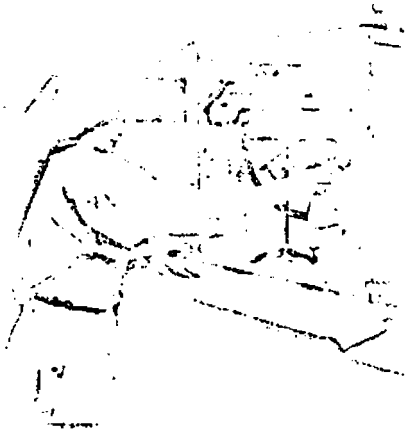
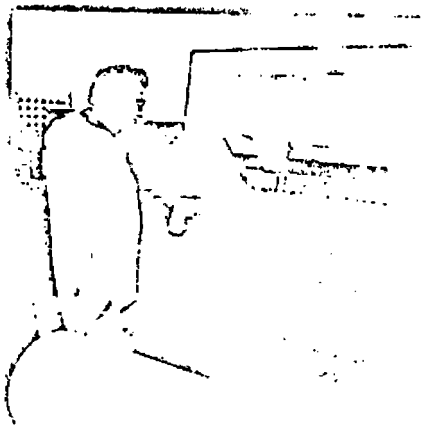
Note to the Editor: Du Pont manufactures "Tyvek" spunbonded olefin as a raw material only and does not make the finished product.

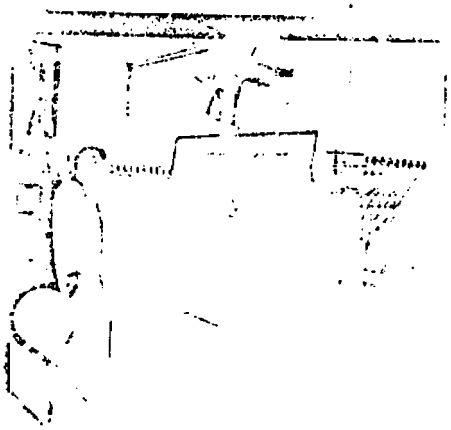
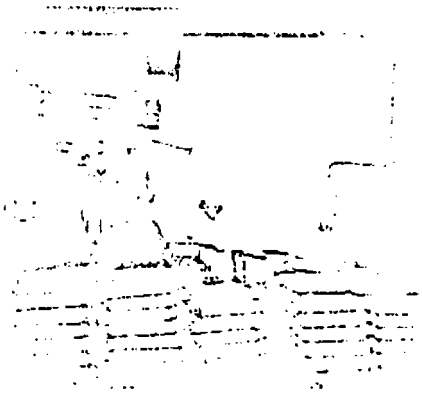
Protective garments of "Tyvek" are supplied by Worklon, a division of Superior Surgical in Huntington, N.Y.

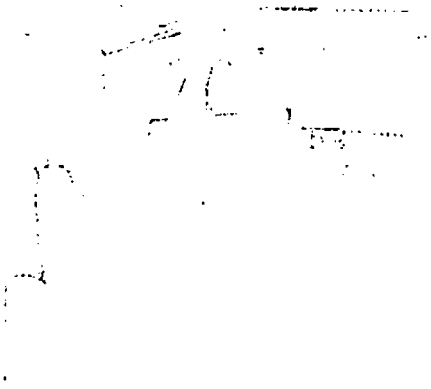
For further information, please contact: Anne L. McIntosh, Du Pont Company, Public Affairs Department, Wilmington, Del. 19898 Phone: (302) 999-2414.

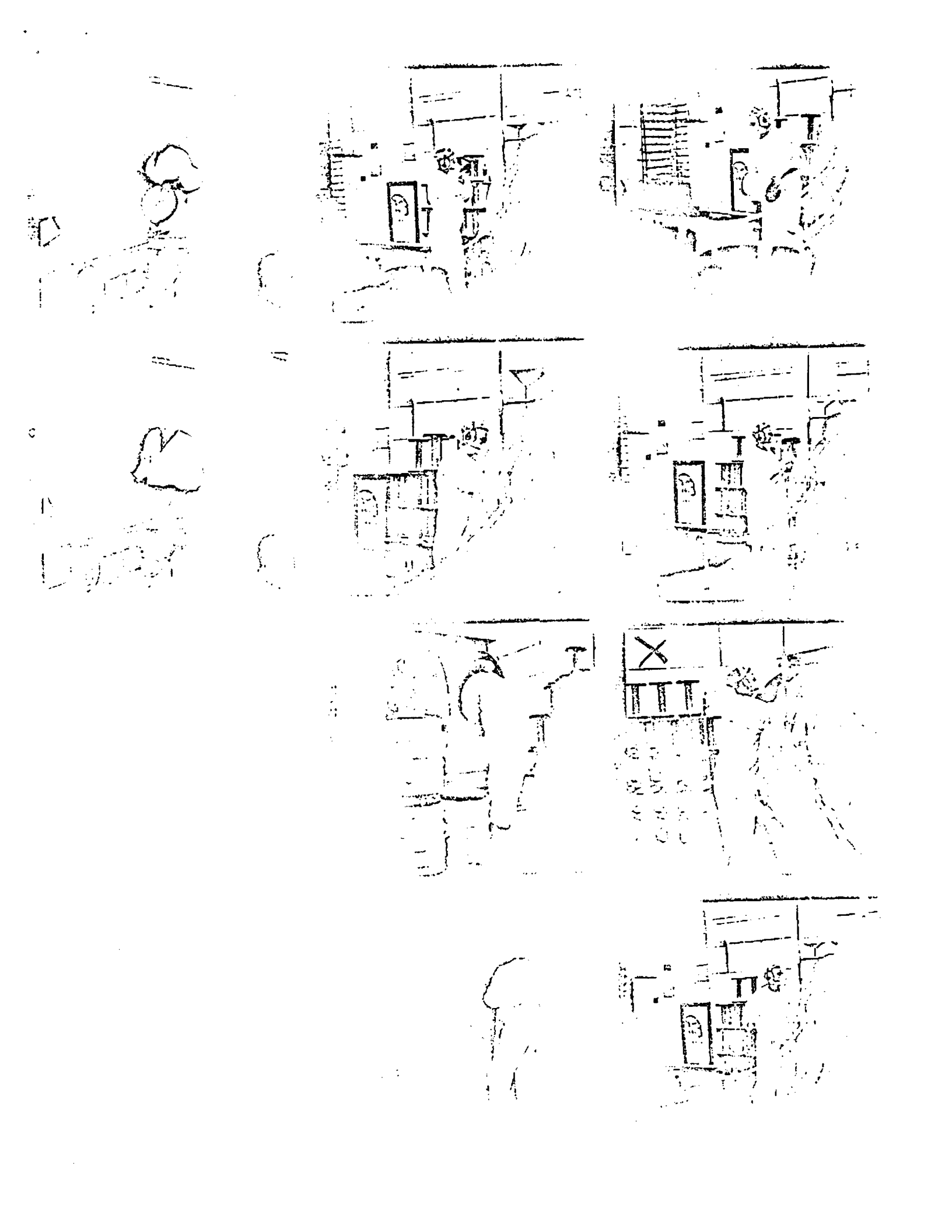




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302-774-16
999-2400

DU PONT
ESTABLISHED 1802

E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED

WILMINGTON, DELAWARE 19898

TEXTILE FIBERS DEPARTMENT

Centre Road Building
June 20, 1974

Mr. Edmond M. Fenner
Director - Technical Relations
Environmental Affairs Department
Johns-Manville
Greenwood Plaza
Denver, Colorado 80217

Dear Mr. Fenner:

I enjoyed our conversation yesterday and hope to talk to you again soon. As I mentioned, I would like approval to visit your Manville, New Jersey plant and assess their usage of garments of Tyvek® spunbonded olefin as a possible case history.

As the manufacturer of "Tyvek", Du Pont has conducted laboratory and field tests to determine the effectiveness of this garment material in protecting workers from asbestos fibers. Our test results, reported in the Fall, 1974 edition of Insulation Hygiene Progress Reports, indicated that "Tyvek" has a definite contribution to make in this protective area.

I would like to reinforce our test work with a case history of actual garment wear at an asbestos site. Such a case history would be used in appropriate trade publications to further introduce the "Tyvek" protective concept to the asbestos industry. Depending on the nature of the final story, the history might also be considered for a product ad. An actual endorsement of "Tyvek" by Johns-Manville would not be solicited, nor would copy be written or published without your explicit approval.

I hope that this project will be in line with Johns-Manville's position of leadership in the asbestos hygiene field, and that it will thereby gain your approval. Your plant work in this field and your support of related research (IIHPP) is quite commendable and hopefully could also be included in case history copy.

Thank you for your cooperation to date in this effort. I anxiously await your reply.

Sincerely,

SPUNBONDED PRODUCTS - NOMEX®
MARKETING DIVISION

Robert W. Slavin

RWS/dad

Johns-Manville

Internal Correspondence

To: E. M. Fenner

Date: July 2, 1974

From: W. B. Reitze

Copies:

Subject: DUPONT TYVEK

I am not sure that the clothing that we are using at Manville Textile is made from Dupont Tyvek, but I suspect that it is.

I am not really that enthusiastic about letting Dupont use our textile plant as a basis for promotional information. I think it is important that we remember the fact that while our employees do wear protective clothing at the textile operation, it is not mandatory that they do so. We are below the federal 2 fiber limit; and, therefore, the wearing of any protective clothing is not mandatory. If Dupont should choose to use this information with appropriate pictures and so forth, it might give the wrong idea to the general public.

Even if the above limitation did not exist, I would not be overly enthusiastic about letting another firm use our operations for advertising and promotional purposes.

W. B. Reitze

WBR/lc

Johns-Manville

Internal Correspondence

To: C. J. DeBiase - 4S

Date: July 8, 1974

From: E. M. Fenner - 4N

Copies: File & C

Subject: DU PONT CORP.
PROTECTIVE CLOTHING - MANVILLE ASBESTOS TEXTILE PLANT

Manville Asbestos Textile Plant has been providing for its workers protective clothing made from Du Pont's Tyvek olefin fiber. The attached letter from Mr. Robert W. Slavin of Du Pont requests permission to visit Manville Asbestos Textiles and assess our usage of coveralls made from their material as a possible case history.

I suggest that permission be granted for Mr. Slavin to visit Manville Textiles but that no further steps be taken until we have a written proposal from Du Pont as to their publicity plans.

As far as the Division is concerned the proposed visit is O.K.

Attach.

(2)

Johns-Manville

Internal Correspondence

To: A. W. Jung - Manville

Date: July 10, 1974

From: E. M. Fenner - Denver

Copies: File & C

Subject: DU PONT CORPORATION - PROTECTIVE CLOTHING
MANVILLE ASBESTOS TEXTILE PLANT

As the attached letter from Mr. Robert W. Slavin of the Du Pont Company to me indicates, they wish to visit your asbestos textile operation to discuss our usage of protective clothing. The reason for their request is that the garments we use are made of their Tyvek olefin fabric and they want to assess the situation as a possible case history.

I also attach a copy of a letter to C. J. DeBiase from me with approval from S. Lane for this visit.

I have written to Mr. Slavin recommending that he contact you directly to set a mutually agreeable date for his visit. A copy of this letter is attached.

Attachs. (3)