Monsanto
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MODIFIERS

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NEW IDEAS FOR THE CREATIVE SALESM

MONSANTO TRADE LITERA
PERMANENT FILE
#-536

TO:

DATE: April 4, 1968

SUBJECT: PARLON PROMOTION MEANS AROCLOR OPPORTUNITIES

Recently I met the Advertising Manager for Hercules Company's Parlon (chlorinated rubber). Parlon's main competitor is ICI's Alloprene.

Here are the markets holding the brightest future for Parlon paints and surface coatings:

1. Marine Paints

   Not yet big in the U. S. but very big in Europe.

2. Swimming Pool Paints

   The U. S. market is one million gallons/year (25% Parlon-based).

3. Railroad Hopper & Tank Cars

4. Paints for Tiled Roofs in Florida

   New market.

Parlon (and Alloprene) should represent opportunities for Aroclor growth.

In Parlon literature published by Hercules, you will find the following Monsanto plasticizers prominently featured with complete formulating details:

1. Maintenance Paints (Corrosion-Resistance)

   (Railway rolling stock/water tanks/storage tanks, etc.)

   Aroclor 1254
   Aroclor 5460

DSW 592513

EXHIBIT 59

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2. Corrosion-resistant Primers

Aroclor 1254
Aroclor 5460

3. Parlon Aluminum Paints

Aroclor 1254

4. Concrete Paints

(e.g. swimming pools, masonry, etc.)

Aroclor 1254

5. Non-flammable Parlon Paints

Aroclor 1254
Santicizer 141/Santicizer 148 (TCP Replacements)

6. Marine Paints

Aroclor 1254
Aroclor 5460

7. Floor Finishes

Aroclor 1254

8. Parlon Adhesives

Aroclor 1254
Aroclor 1260

In Hercules literature, you will also find reference to DBP. Santicizer 160 is compatible with Parlon and is a superior replacement.

Aroclors are the preferred plasticizers in marine coatings because their resistance to salt water attack is much superior to chlorinated paraffins.

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In 1968, Hercules will advertise Parlon in the following publications:

Construction Engineer	March - June - August - October
Progressive Architecture	May - July - September - November
Swimming Pool Age	April - May - September
Materials Protection	January - March - May - September
Factory	February - April - June - October
Modern Railroads	February - March - June
Railway Age	March

We have obtained a supply of Hercules' bulletins on Parlon. These are very comprehensive. Armed with a copy, plus our bulletin O/PL-311 (solely devoted to Aroclors in chlorinated rubber), you have all the material you need to make in-depth presentations at likely accounts.

Salesmen with distributor responsibility should make certain this information is thoroughly discussed with our distributors. With their paint and surface-coating connections, we feel this should be a distributor "natural". Please make sure they have copies of O/PL-311 and the Parlon bulletin.

In overseas markets, there should be very good opportunities since both ICI and Hercules are strongly promoting chlorinated rubbers. Can Area Marketing Managers and Supervisors please make sure this information gets as wide a circulation as possible.

Our supply of Parlon bulletins will be distributed as widely as possible. Extra copies can be obtained from the Hercules' offices listed in the bulletin or from

Norm Oelhafen
Advertising Department
Polymers Department
Hercules Inc.
910 Market Street
Wilmington, Delaware 19899

Thank you.

Cumming Paton

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