



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

PIGMENTS DEPARTMENT
CABLE ADDRESS "DUPIGMENT" WILMDEL

R. A. HAGEMAN
NEWARK

cc: W. S. Struve - Newark
~~A. A. Brizzolara - Newark~~
H. Arnoul - Newark
W. J. McClure - Newark

Wilmington, Delaware
June 21, 1968

"KROLOR" ORANGE, KO-789-D

Reference: Letter - RAH-RJL - June 20, 1968.

Your letter recommends we hold up release of the current KO-789-D because it is not satisfactory in paint systems; i.e., we should wait until Research obtains a product useful in both plastics and paint.

Sales have informed us they wish to proceed with release of the current product. Their reasons follow.

	BY	DATE
KO-789-D will be used mainly in Trade Sales and universal colorant paint systems where gloss is not an important factor. They consider the existing product adequate for these uses. They do not expect that this yellow shade moly orange will find wide application in automobiles and industrials, even if it had good gloss. Since Sales can see an immediate market for it, they feel we should introduce it promptly.		

We agreed to proceed with release of the existing KO-789-D.

Original signed by
R. J. LOMBARDO

R. J. LOMBARDO

RJL:p