Monsanto INDUSTRIAL CHEMICALS CO.

FROM (NAME & LOCATION) R. H. Munch - South Second St. - 1760

DATE : March 17, 1972

SUBJECT : DIELECTRIC FLUIDS STRATEGY

REFERENCE

TO : T. Gossage

cc: H. S. Bergen
C. Payton
P. G. Benignus
W. R. Richard
J. Savage

As a result of the two recent meetings on capacitor dielectric fluids, you asked Paul Benignus and me to present a detailed plan of action in this business area. We recommend the attached strategy. It is based on the fact that, while PCB's are under extreme pressure, we must not be hasty in proposing substitute products because each of them will have to be carefully examined with respect to all inputs shown on our "decision diagram" so that we can be sure that the balance of all inputs is more favorable for the new than the present products.

It will take a great deal of time and money to get as much background on the new products as we have on the old. We must therefore present as much favorable evidence for continued use of the Aroclors as dielectrics as we can and at the same time prepare for the possibility that the electrical industry will be compelled to go to another fluid. We must convince the industry that we have alternate products which our data show have high promise of being acceptable substitutes if the fire resistance requirement is relaxed. We must show the industry that we understand their problems and that we intend to stay in this business with alternate fluids if not with the ones now used.

R.H. Munch

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