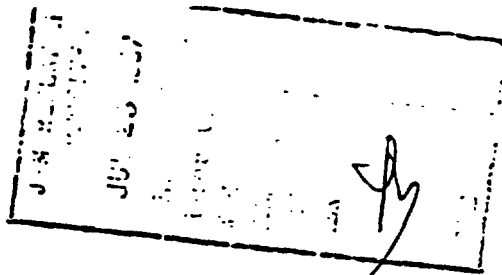


MVJ R+D 1990



Division Headquarters
July 20, 1967

R. E. Robinson - Zelienople Plant

PLAINTIFF'S
EXHIBIT
K-1623

INSULATING FIREBRICK
SPECIAL SIZES - SPPI PROCEDURES
YOUR LETTERS OF MARCH 17 & 22
AND OUR DISCUSSIONS

In an effort to increase our business by offering our trade larger than conventional size IFB, we believe it is necessary to revise our SPPI pricing procedure. Although we may eventually add some or all of these sizes to our published price schedule, we first want to judge the trade and competitive response. The following procedure will result in selling prices that will encourage the use of sizes most convenient to our production. At the same time, we believe this will give us a competitive advantage, increase our market share and further improve our profit picture.

Effective at once, the following procedure should be used to price SPPI's for sizes shown.

For J-M 20, 23, 26, 28 and 3000, use the proper list price for total B/E and destination multiplied by one of the following factors depending on size. J-M 1620 will not be offered in these sizes, but if customers insist, they will be priced the same as J-M 20.

Size	Factor	
	D & B	ALL OTHERS
*23 1/2" x 9" x 2 1/2" or 3"	11.5	14.5
13 1/2" x 4 1/2" x 2 1/2" or 3"	3.0	4.0
11 1/2" x 4 1/2" x 2 1/2" or 3"	1.7	2.2
9" x 7 1/2" x 2 1/2" or 3"	2.2	2.8

*24" for J-M 26, 28 and 3000

Standard or special shapes (arch, wedge, key, skew) cut from any of the above will be priced by adding \$20/M pcs. for 1,000 pcs. or more. If less than 1,000 pcs., add \$30/M. Any other rectangular pieces within our maximum limits and larger than 11 1/2" x 4 1/2" will be priced using the following formula. List price times 2.25 for D & B customers and times 2.5 for all others. Sizes smaller than 11 1/2" x 4 1/2" will be priced at next larger standard size.

*\$25/M for 13 1/2" x 4 1/2" shapes.

DEFENDANT'S
EXHIBIT

05-194

R. E. Robinson

-2-

July 20, 1967

Notice the "D & B" price class. This will include distributors, furnace builders and other so called "B" original equipment accounts who may purchase these items. This is a change from current policy. Also note that 2 1/2" x 3" series are the same. This amounts to a premium for 2 1/2" and will encourage 3".

Regarding modification charges, I am planning to issue these on a "Pricing Bulletin" to become effective November 1, 1967. I'm attaching a draft of this bulletin for the comments of all concerned. You'll notice I've changed the present SPPI procedure for these prices somewhat. We have increased the charges in some cases as we've discussed at different times and set up quantity brackets.

By publishing this as a bulletin first, before adding to the price book, we hope to get the trade and competitive reaction and then we can adjust accordingly if necessary before the effective date.

In the meantime, present modification charges should be used in processing SPPI's.

I would like the comments of all concerned by August 1 since by that time I plan to have a promotion program starting.

J. A. Campbell, Jr.

cc:- M. W. Burleson - DHQ
R. A. Stapleton - DHQ
E. L. Truax - DHQ
A. Pocius - DHQ
D. B. Wingerter - DHQ
G. Young - DHQ - 7
L. D. Sorrentino - DHQ - International
L. R. Blair - FINDERNE
H. E. Konrad - FINDERNE
S. E. Wooley - FINDERNE
L. G. Rice - Zelienople
R. M. Garis - Zelienople
R. A. Hubbs - Toronto DHQ
File
Chrono