PLASTICIZERS
SALES
DEPARTMENT

MONSANTO TRADE LITERATURE
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THIS INFORMATION SHOULD BE USED WITH DISCRETION, SINCE IT HAS NOT BEEN COMPLETELY EVALUATED FOR SUCH CONSIDERATIONS AS TOXICITY AND PATENT CONFLICT, EXCEPT AS SPECIFICALLY STATED.

MONSANTO CHEMICAL COMPANY
ORGANIC CHEMICALS DIVISION
ST. LOUIS 66, MISSOURI

TO:

DATE: October 22, 1963

SUBJECT: PAINT SHOW - PHILADELPHIA
OCT. 30 - NOV. 2, 1963

The Plasticizer Product Group plans to make good use of the 28th Paint Industries Show at the Sheraton Hotel in Philadelphia. The coating industry is one which can use a lot of Monsanto's more profitable proprietary plasticizers and our emphasis will be to show them why!

Our section (Plastic and Inorganic Divisions also participating) of the Monsanto booth will feature the following pertinent topics:

- Aroclor Compounds for "Custom Built" Coatings - choose from a family of plasticizers to obtain a variety of unique properties in coatings.

- Santoset I - our new polymerizing plasticizer which produces tough, hard vinyl coatings.

- Plasticizers for Nontoxic Applications - six plasticizers to improve coating properties and yet maintain a nontoxic system.

- Products For Acrylic Lacquers - Santicizer 160, the industry accepted acrylic plasticizer, now has a companion product in Santicizer 261. The two permit the creation of a wide range of acrylic coating properties.

We will be at the booth to provide additional information. Please inform your customers who plan to attend, of the Monsanto booth and our invitation to meet and discuss plasticizers with them.

H. J. Seppala

H. S. Bergen

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