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Wilmington, Delaware
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Production Approved

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MARSHALL DEVELOPMENT LABORATORY
SUPPLEMENTARY RELEASE LETTER No. 2042-B

#59c GULF COAST WOOD PRIMER

Our #53c White Lucite® House Paint, sold in the Gulf Coast area where sulfide staining would be a problem with #50c, is a truly outstanding performer, but it has one serious drawback. It doesn't have a primer. Priming is needed, of course, over bare staining woods and old paint which is badly sulfide stained.

The label calls for #51c Latex Wood Primer, but this primer contains lead and so is very susceptible to sulfide staining. Two coats of #53c are not adequate to cover up the staining of the primer.

The South Region has all but withdrawn #51c from this area. They feel that the sulfide staining risk and cost of settling complaints outweigh the resulting cedar staining complaints and possible loss of business from not having a primer.

For about two years, the South Region has recommended strongly that we offer a special stain resistant primer for #53c. Marketing has resisted, because the expected volume is quite low, no suitable product was tested and ready, the only candidate was a modified alkyd which represents a step backward, and the cost of settling complaints seemed acceptable. Under continuing strong pressure from the South Region, we reluctantly have agreed, because adequate background is now available and there is indeed some indication that sales of #53c have been affected.

The new primer will be called #59c Gulf Coast Wood Primer. It will be packaged in gallons and quarts in the general purpose label recently designed for other products supporting the Lucite® line. The price will be the same as 51c Lucite® Wood Primer, currently \$6.56 per gallon. The forecast is 3,600 gallons per year, not the figure given in the release letter. The label for #53c will be revised to specify #59c instead of #51c, and the latter will be withdrawn from all areas where #53c is sold. The special price list insert for the Gulf Coast region will be revised to add #59c. This primer will also be used in this region with Professional Line Acrylic Latex House Paint.

This change compromises to a degree our goal of greater consumer convenience in using Lucite®, and is made only because we do not now have a technical solution more satisfactory to Marketing. Nevertheless, it will much improve consumer satisfaction with the performance of #53c if not its convenience, it answers the South Region's repeated requests, and it removes a reported drag on #53c sales. On this basis, we request your approval.

A. G. Armour
A. G. ARMOUR

APPROVED BY: *R. W. Laurell*
R. W. LAURRELL

APPROVED: _____

DATE: SEP 10 1969

AGA/mdm