

Georgia-Pacific

intracompany memo

to Mr. E. B. Hollingsworth location Wilmington
from M. A. Palmowski location Chicago
subject NON ASBESTOS READY MIX date 2-10-77

cc: Messrs. C. W. Lehnert-Tigard
O. E. Burch-Portland
D. C. Corkill-Portland
J. B. Moss-Wilmington

I have conferred with my Quality Supt. and reviewed the current status of our non-asbestos Ready-Mix. The answers to your questions are as follows:

1. Except for the higher cost of manufacturing, the asbestos-free Ready-Mix has no unfavorable characteristics in reference to plant testing and plant opinion.
2. We have had no field experience with asbestos-free Ready-Mix due to its low sales volume.
3. In January .27% of our 5 gal. Ready-Mix was asbestos-free.
4. Only two branches buy our asbestos-free Ready-Mix, St. Louis and Minneapolis.
5. The reasons for this concentration are as follows:
 - A. St. Louis decided to buy the asbestos-free Ready-Mix because of its lower price.
 - B. Minneapolis ordered asbestos-free because of a raging controversy in that area over the debilitating effects of asbestos on the environment and one's health.
6. United States Gypsum and National Gypsum sell no asbestos containing Ready-Mix in the Chicago area. As I understand the situation all of their joint cement products are now asbestos-free. One small company, Kadex, sells asbestos containing Ready-Mix to accounts that the Chicago Branches will not touch because of credit difficulties.
7. The performance of the competition's asbestos-free Ready-Mix is very poor. It has a reputation for poor working properties, poor shear, and cratering.
8. Except for the Chicago area where nobody wants asbestos-free Ready-Mix the market preference is for our competition's asbestos-free Ready-Mix. I believe this is due to many D/W contractors long standing use of U.S.G. products and all of U.S.G.'s Ready-Mix is asbestos-free.
9. To my knowledge there has been no pressure to sell asbestos-free Ready-Mix from anyone except for the two abovementioned branches.

RECEIVED BY
FEB 14 1977
GYPSUM DIVISION

Georgia-Pacific



intracompany memo

to

location

from

location

subject **NON-ASBESTOS READY-MIX cont.**

date

10. Our non-asbestos Ready-Mix needs more body, less cratering, and alot of field testing to give it a reputation equal to our asbestos product.

M.A.P.

SGP 0009052