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TO: R. F. Chaney
H. A. B.

FROM: B. R. Williams

cc: R. M. Vining
H. A. Brown
W. K. Rogers
T. P. Feit
J. L. Wright

SUBJ: Northeast District
Mono-Kote Sales and
Product Problems

DATE: October 29, 1971

The following is a brief statement of problems and objectives. These are the basic areas you will be concentrating on in your project.

Problems

1. Loss of confidence in product by applicators (Glenboro, McGlone, DiBono) and claims.
2. Loss of high regard for Mono-Kote by general contractors, owners, and other customers (Tishman, Rudin, Diesel, and others).
3. Low morale by Zonolite people - job problems
lost sales & customers
lost confidence in MK
lack of support from headquarters
4. Reputation of Mono-Kote as safety hazard.
5. Poor product performance:

Owners	Clean up	Erosion of exterior
	Cracking	Safety
	Sliding	Thickness control-
	Punkiness	(lack of)

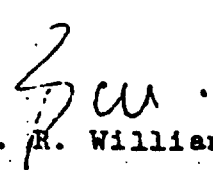
Applicator	Bag weights (including blend control)	
	Mixing instructions and procedures;	
	water control, consistency variations,	
	supervision of mixing	
	Cracking & sliding	Production &
	Clean up	job costs
	Safety	Thickness control
	Pump maintenance & output	Erosion

6. Inadequate manpower, experience, and approaches to handle New York market.

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Objectives

1. Settle all claims* at a minimum cost.
2. Regain Tishman 1166 job.
3. Regain confidence and resell Tishman, Rudin, & Diesel.
4. Develop marketing plans for New York City, with objective of selling DiBono in New York City and Sears. If ruled out of DiBono, develop plan without them. Include manpower needs to successfully conduct the plan.
5. Train sales people so that they can effectively sell and service Mono-Kote market.
6. Council and train applicators on use of Mono-Kote for high profit, high quality job performance.
7. Develop approach to safety hazard charge and sell answer to key market people.
8. Monitor Mono-Kote IV and develop complete job performance data to assume quality results for owner and applicator.


B. R. Williams

BRW/rw

*The McGlone and Glenboro claims are such that these may be turned to Maryland Casualty. We must use care not to admit any liability prior to decisions as to settlement.