

TRADE SALES PROGRESS REPORT

April 1950

"Y" Lines

House Paints

Work has continued on the improvement of the deep shades of Endurance House Paints. Both weatherometer and exterior exposure tests are being run.

Replacement of Resinate - Oil Drier with Naphthenate Drier

This test was made to determine the difference of using D-29 in Endurance House Paint, Y-1800-X, in place of D-15. The metal content was the same in each case. Paints were made a year ago. In the initial comparisons, better color was obtained with D-15 than when D-29 was used. The paint using D-15 showed 3-4 higher K.U. reading and this differential has been constant throughout the year. The drying properties of the two paints were equal initially but at the end of a year, the dry of the paint containing D-15 is not quite as good as the paint containing D-29. It was noted that the paint containing D-29 showed a definite tendency to settle more and harder than when D-15 was used. The exterior exposure tests to date do not show any differences. The use of D-15 would be preferred because of better non-settling and less thinning affect.

Enamels

New semi-gloss enamels for Ripolin Y-2950 and Speedwall Y-4600 have been made in the plant. Y-2950 was made with V-072 in place of the old type Ripolin oils. Some of this material has been placed in the hands of several painters for their comments. Test jobs put on by several laboratory men have indicated that the material has a great deal of merit. Better sheen control is obtained in manufacturing. A positive overnight dry is obtained which was not possible with the old formula. Good non-yellowing properties are also obtained. The new Y-4600 formula is similar and will have similar advantages over the previous formulas.

Factory Letters

#1 Mill White GL-59132-C has been developed for Firestone Tire & Rubber Company and a specification written to cover same. Material is designed for spray application. It has a high pigment to non-volatile ratio. Dries to a matte finish and has good hiding. The price is rather low because of low vehicle solids.

Eye Rest Light Green Hi-Gloss Enamel GL-59182 was formulated in Japalac quality to match Y-4711 color.

Maintenance Finishes National Biscuit Company

Final formulations submitted were as follows:

#32-A Primer Sealer - GL-58951-A Anatase Titanium Oxide was replaced with Rutile. Pigment content was increased from 45.0 to 47.3% so as to meet specification for weight per gallon.

#36-A Semi-Gloss Enamel GL-58783-B Pigment content increased to meet specification for weight per gallon.

GLD006953

Plaster Board Sealer Coat GL-59256 formulated to seal composition board made by Kelly Island Company. This is a rough porous board. The GL-59256 is an extender paste type of material which may be applied by knifing on. Exact method of application is to be worked out by the manufacturer. This board, while light in weight, doesn't have the strength of the ordinary acoustical board and fractures easily.

Cadillac Fence Green GL-59197-A formulated with salvage varnish to give a fairly durable green enamel at a low price and still match a competitive product.

Graphic Arts

Bulletin Colors: Exposure panels on #21 Brilliant Blue have been returned from New Orleans after three months exposure. Our new formula 15-A-11-D is outstanding for color and gloss retention. The S-W sample has faded and lost gloss. It was not a good color to start with. The Ronan Blue has checked badly and is scaling off. Glidden's old formula has faded badly but film is still intact with fairly good gloss.

All of the colors in the present line are meeting with approval for general properties.

Process Silk Screen Colors

Our new line of gloss colors is moving along nicely. The drying difficulties of the Red and Black seem to be under control. The laboratory is now working on a line of flat colors.

Turquoise S. S. Paste GL-59203 has been formulated in regular quality for The Coleman Patterson Company.

Brown S. S. Paste GL-58713-A was reformulated to a straight grind for the Wurlitzer Company.

Raw Materials Examined

Titanox RA was compared to W-163 (Dupont R-110) grinding each pigment out in the Ripolin formula. The two pigments gave enamels with very similar properties. The Titanox RA gave a slightly whiter enamel initially and shows an edge on non-yellowing after one month in our accelerated yellowing laboratory. After 372 hours in the weatherometer both show a trace of chalking, with the RA having slightly better gloss retention.

Ozark 12-88 Leaded Zinc Oxide was compared with W-35 the 10-12% Leaded Zinc now being purchased from the American Chemet Company. Tests were run over the Y-1800-X formula. The 12-88 Leaded Zinc Paint is not as white as the W-35 paint, and the body is slightly thinner. Exterior exposure tests are also being made.

English Lithopones: Samples of 30% Red Seal Permolith and 30% Red Seal Delta were compared with W-69. Both are higher oil absorption than W-69. Both are whiter than W-69. The Permolith shows a trace less hiding while the Delta grade is trace greater in hiding. Comparative grinds were made over the Y-555 formula. With the exception of slightly higher viscosities the undercoaters gave similar performance as compared to the undercoater made with W-69.

H. G. Hayward

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