

Wilmington, 98, Delaware
October 25, 1961

Production Approved

Date: DEC 7 1961

W. D. LAWSON)
) --IN TURN
F. H. BEADLES)

MARSHALL SALES DEVELOPMENT LABORATORY
RELEASE LETTER No. 1931

SALE OF FOUR NEW COLORS IN "FLOW KOTE",
"LUCITE" WALL PAINT, AND "DUCO" SATIN SHEEN QUALITIES

PROPOSAL AND EXTENT OF RELEASE:

This letter proposes divisional sale of four new colors in "Lucite" Wall Paint, "Duco" Satin Sheen, and "Flow Kote".

Items involved are as follows:

<u>Sales No.</u>	<u>Name</u>	<u>Code</u>
2393	"Lucite" Wall Paint - Putty	392-024
2394	" " " - Yellow Whisper	-025
2395	" " " - Tangerine	-026
2396	" " " - Larch Green	-027
293	"Duco" Satin Sheen - Putty	60-111
294	" " " - Yellow Whisper	-110
295	" " " - Tangerine	-109
296	" " " - Larch Green	-112
493	"Flow Kote" - Putty	389-191
494	" " " - Yellow Whisper	-192
495	" " " - Tangerine	-193
496	" " " - Larch Green	-194

PRODUCT DESCRIPTION:

In all properties (except color), these new items are of the same quality as that existing for established products in the lines. Putty and Yellow Whisper in "Duco" Satin Sheen and "Lucite" Wall Paint have been formulated on a controlled tinting strength basis.

POINTS FOR MANAGEMENT CONSIDERATION:

(1) Color stability data on the new colors has not been established. Some color drift in the can with Tangerine in the "Lucite" Wall Paint and "Flow Kote" is anticipated. Presumably, this will be of the same order of magnitude that we are now experiencing with the existing Peach Bloom. Some field complaints have been received, but represent only a small percentage of the total.

(2) "Lucite" Wall Paint and "Flow Kote" contain mercury compounds for can stability. Labeling complications may arise, pending final interpretation of Public Law 86-613 (Federal Hazardous Substances Labeling Act).

(3) "Duco" Satin Sheen Tangerine uses a new pigment (W-396). There is a possibility that under some conditions this pigment will bleed. Further assessment of this risk has been asked from the Laboratory.

LABELS:

Label analyses have been prepared. "Flow Kote" and "Lucite" Wall Paint will require the lead warning notice. Existing use directions will be used.

PRODUCTION REQUIREMENTS:

Requirements for pipeline filling have been passed to Production per B. M. Osburn's letter, dated October 16, 1961, to J. D. Rothfuss.

PRICES:

Dealer Price (Zone 1)

"Lucite" Wall Paint will be \$4.65 per gallon and \$1.40 per quart. Suggested Retail: \$7.45 per gallon and \$2.25 per quart.

"Duco" Satin Sheen will be \$5.91 per gallon, \$1.78 per quart, and \$1.00 per pint. Suggested Retail: \$9.79 per gallon, \$3.02 per quart, and \$1.73 per pint.

"Flow Kote" Putty and Larch Green will be \$4.21 per gallon and \$1.28 per quart. Suggested Retail: \$6.65 per gallon and \$2.08 per quart.

Yellow Whisper and Tangerine will be \$4.36 per gallon and \$1.34 per quart. Suggested Retail: \$6.90 per gallon and \$2.18 per quart.

* * * * *

Your approval of this proposal is requested.

APPROVED


C. W. SHAY

APPROVED: _____

DATE: _____

CWS/mdm

3/39

~~R. Morgan~~ *HE*

D. L. Herndon	- Marsh. Lab.	W. E. Hays	- Atlanta
H. E. Adams	- Marsh. Lab.	J. S. Amery, Jr.	- Atlanta
J. B. Dietz	- Marsh. Lab.	B. R. Swanberg	- Waltham
W. D. Lawson	- Building	S. F. Tjernell	- Waltham
C. W. Theobald	- Building	J. T. McCormick	- Burlingame
H. E. Goldsmith	- Building	L. H. Wileman	- Burlingame
R. T. Bates	- Building	G. C. Harding	- Lincolnwood
H. H. Hodge	- N-5539	T. J. Robertshaw	- Lincolnwood
W. L. Tindall, Jr.	- Building	J. H. Mallen	- Cleveland
G. H. Berlin, Jr.	- Building	D. J. DiCarlo (2)	- Cleveland
C. W. Dingle, Jr.	- Building	R. J. Mott	- Dallas
C. O. Davison	- Building	R. R. Atkinson	- Dallas
Frank Smith	- Building	H. S. Farrow, Jr.	- Wynnewood
D. V. Bauder (2)	- Building	G. Rommel, Jr. (3)	- Wynnewood
J. D. Rode (6)	- Building		
R. O. Bradley	- Building		
C. W. Shay	- Building		
F. T. Johnson	- Building		
W. E. Hargreaves	- Building		
W. F. Jones	- Building		
Allan Perry	- Building		
J. F. Dudley	- Building		
L. B. Soper	- Building		

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