

Monsanto

FROM (NAME & LOCATION) St. Louis General Offices

DATE : May 1, 1970
SUBJECT : MONTHLY SUMMARY
PLASTICIZERS
REFERENCE : APRIL 1970
TO : M. W. Farrar

CC:

Polymeric Plasticizers

To assure our improving position in the polymeric plasticizer area in the future, we have stressed the need to lower our product costs and to broaden our product mix. Specifically, in the form of a Pre-Research Appraisal, we have recommended we add:

- a low-cost bisphthalate-type polymeric
- a new, low-cost general-purpose polymeric plasticizer
- a highly oil and solvent resistant specialty polymeric system (eventually)

The addition of these products to our line will allow us to compete more effectively against products such as Plastolein 9722 and Admex 515. Moreover, we will need these products to offset Emery's low-cost position, the increased number of competitors and the projected price attrition.

FDA Liaison

The FDA unofficially acknowledged the receipt of our Santicizer 409 petition and requested a clarification of the specific regulation wording. This has been completed.

They have rejected our Santicizer 160 petition on the grounds that we did not have sufficient extraction data to allow the broad coverage we asked for. This represents a reversal of opinion on the part of the FDA. At our insistence, they agreed to formally submit to us their position as to the amount of additional information necessary to get various levels of coverage. They indicated that we already have sufficient data for the meat-wrap application.

DSW 552568

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XL-3000

Trials are either in progress or scheduled at Permaneer Corporation; Borden, Inc.; Hatfield Wire and Cable; and Harte and Company. A formal introduction was made to the Boston SPE section in the form of a technical presentation during April.

P. R. Graham

ph

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