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John Boynton - New York

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P. T. Severstrom - New York

KAYLO - ASBESTOS REPLACEMENT

J. P. Kern - N.Y.
R. F. Vevoda - N.Y.
A. S. Kevlin - N.Y.
J. Vyverberg - N.Y.
W. Pansius - Granville
R. Shannon - Granville
P. Schenaris - Berlin

Attached is a very interesting brochure on a new English calcium silicate called "MADDESULAN A.P." produced by Joseph Madin Ltd.

The very important aspect of this product is it's reinforcement which is "a specific form of glass fibre." In other words, it is totally free of asbestos.

I am most concerned over the fact that a relatively unknown foreign company could develop such a product. We have the reputation for research and development within the industry yet we are caught with our pants down.

As product manager of Kaylo, having the responsibility for marketing our product, I must emphatically recommend that we assign asbestos replacement/Kaylo reinforcement top priority in our product improvement program. I ask for the support of this Division's top management in getting this program off the so called "back burner" regardless of any prior decisions.

The marketing advantages of an asbestos free product are unlimited. It will enable us to get a greater share of the market, increase our sales and certainly help sell our projected Wazehachis output.

In addition, their K is about the same. Physically they're a little better, as can be seen from a comparison of published data:

<u>MEAN</u>	<u>KAYLO</u>	<u>MADDESULAN A.P.</u>
"K" @ 335°	.43	.43
Compressive Strength (lbs/in ² at 5% deformation)	120	136
Flexural Strength	50	83.6

I have taken the liberty of requesting our International Division to purchase a carton of 4 x 1 1/2 pipe covering and 2" x 36" x 12" block and have it air freighted to Granville to the attention of Dick Shannon. By copy of this letter I am asking Dick to test this product for all characteristics. It will also be interesting to see if we can get any ideas from the product to help us formulate our own.

The time to act is now!

PTS/cv

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