



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE 19898

CHEMICALS, DYES AND PIGMENTS DEPARTMENT

CC: JBlackwell/JALamiet
CGBottomley - CD&P, Chambers Works
EEJaffe - CD&P, Chambers Works
KBatzar - CD&P, Chambers Works
NDCassel
LTFrick/Firani

April 6, 1979

C W ANDERSON
CD&P - CHAMBERS WORKS

New Product Request
Easy Dispersing QA for Plastics

Please see the attached request for R&D study (now in progress) for an improved QA product for plastics. Once experimentals are reviewed by Marketing Services, we will request cost data on the product (via R&D GCM) and value-in-use data in order to prepare a Request for Commercialization in the QA Product Planning Committee.

RP-266-D

*Samples with
evaluation
by trade*

NJ Kane

N J KANE

ebj

TO: MARKETING MANAGER
COLORED PIGMENT PRODUCTS DIVISION

FROM: N. D. CASSEL

NEW PRODUCT REQUEST
OPPORTUNITY DESCRIPTION

A. DETAILED DESCRIPTION OF NEED

Title:

Easy dispersion, low dusting QA for plastics.

Product Description:

"Resinated" QA violet.

Deficiencies of Existing Du Pont Products:

See "Title".

End-use Applications (Target industries, etc.):

Plastics, especially polypropylene for automotives.

Competitive Products:

"Mupco" QA's (Hercules).

Test Procedures (TS):

Plastics dispersibility value vs. "Mupco" product.

B. ESTIMATE OF MARKET SIZE: \$1.5MM - 1979

C. ESTIMATE OF DU PONT'S SHARE OF MARKET

1st Yr. 25% 2nd yr. 50% 3rd yr. 75%

D. SPECIFY CUSTOMERS (IF KNOWN)

Exxon, others later.

E. CRITICAL TIMING

Business available when product available.

F. SELLING PRICE: ~\$12/pound (40-60% toner) - to be updated with
value-in-use data once experimentals available.