Monsanto

FROM (NAME & LOCATION) A. J. Koenig - B2SK

DATE October 5, 1973

SUBJECT PCB/PCT Replacement Business
1969 vs 1973 on Reformulated Basis

REFERENCE

TO : H. S. Bergen

cc R. E. Beal
W. R. Corey
T. L. Gossage
W. B. Papageorge - B1N
E. M. Potter - B2NK
W. R. Richard - T3A
J. R. Savage
J. L. Wikoff

The attached charts fairly depict the rebounding by our business group through a series of reformulations and marketing, engineering, and manufacturing programs to retain our position in the marketplace.

Please note that there is no replacement for the Plasticizer and miscellaneous industrial fluids businesses. Also recognize that the European PCB Pydraul mine business has not responded to reformulated phosphate ester products but is continuing with PCB's furnished by our European competition, approximately $500M annual sales.

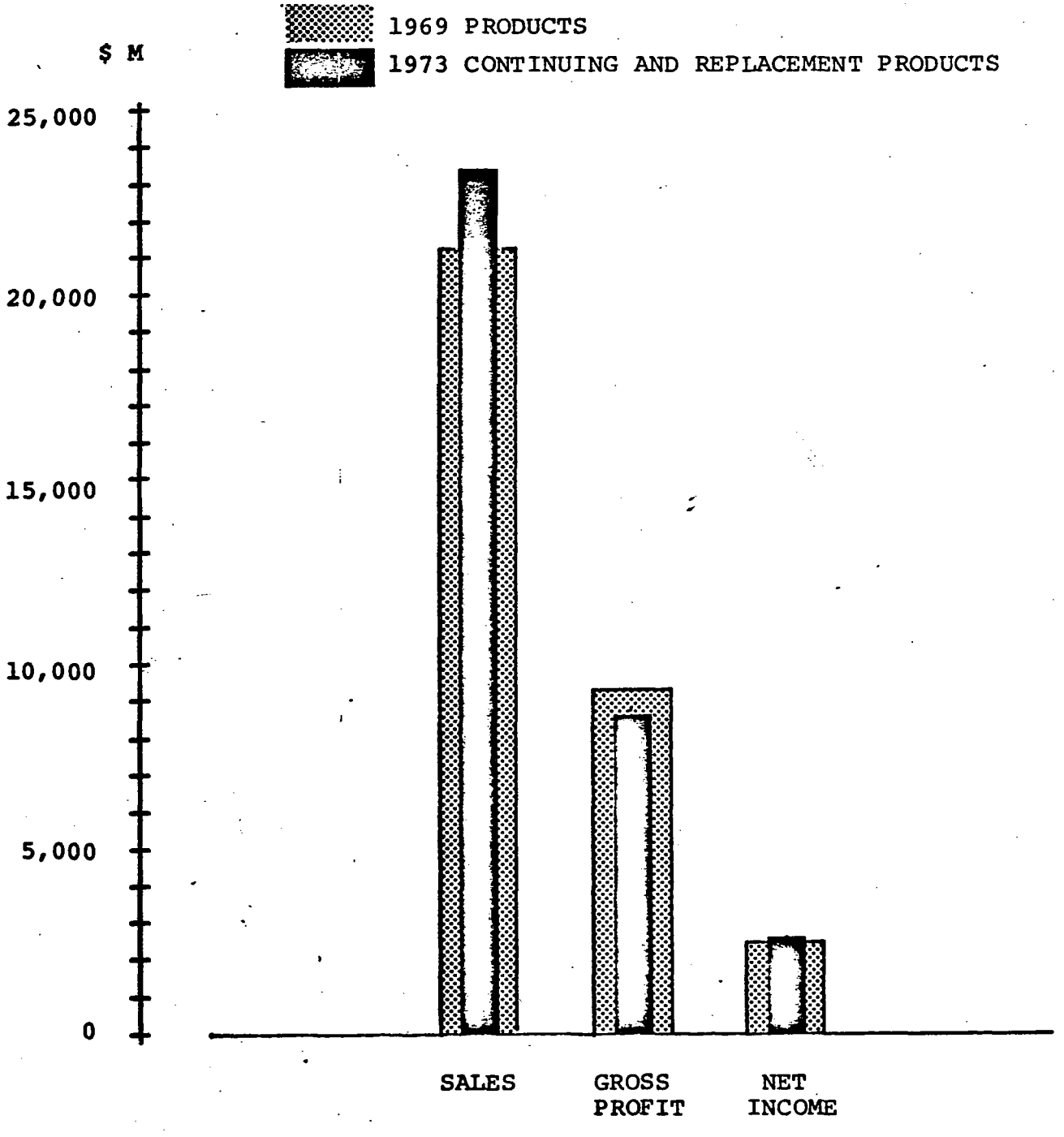
A. J. Koenig

PS: Table showing performance in $M is also attached.

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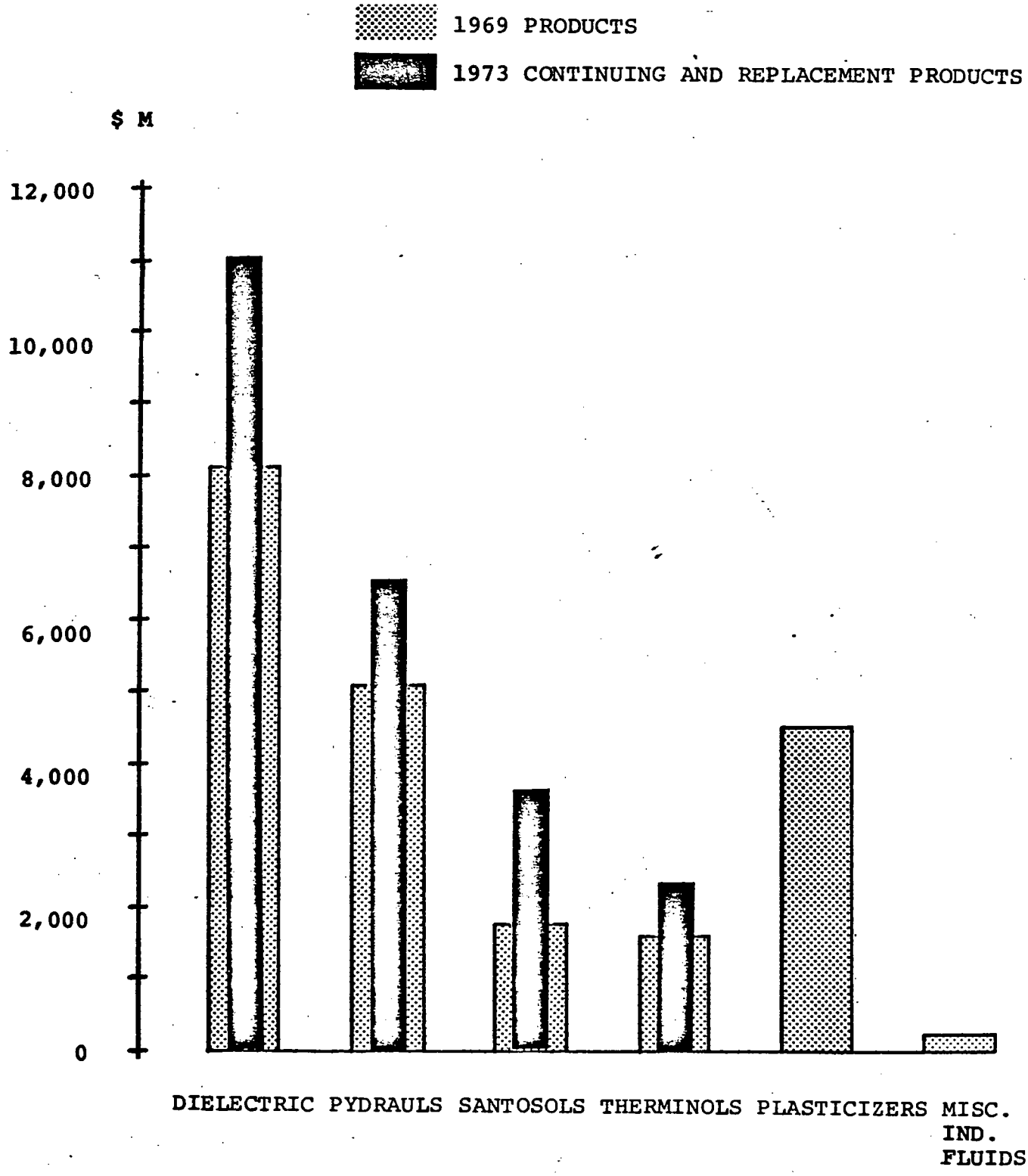
DSW 337901

PCB/PCT PRODUCTS
WORLDWIDE



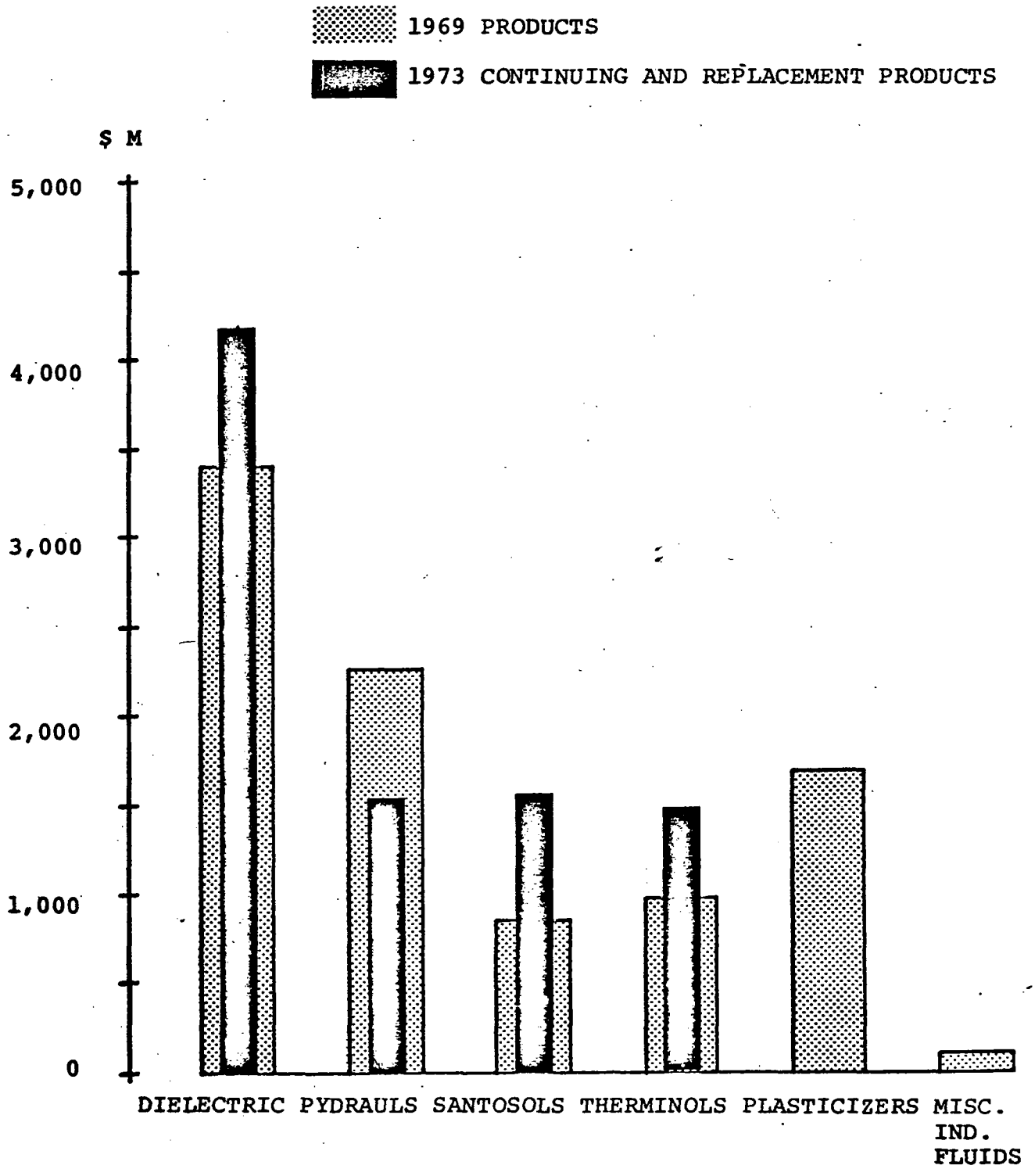
DSW 337902

SALES
PCB/PCT PRODUCTS
WORLDWIDE



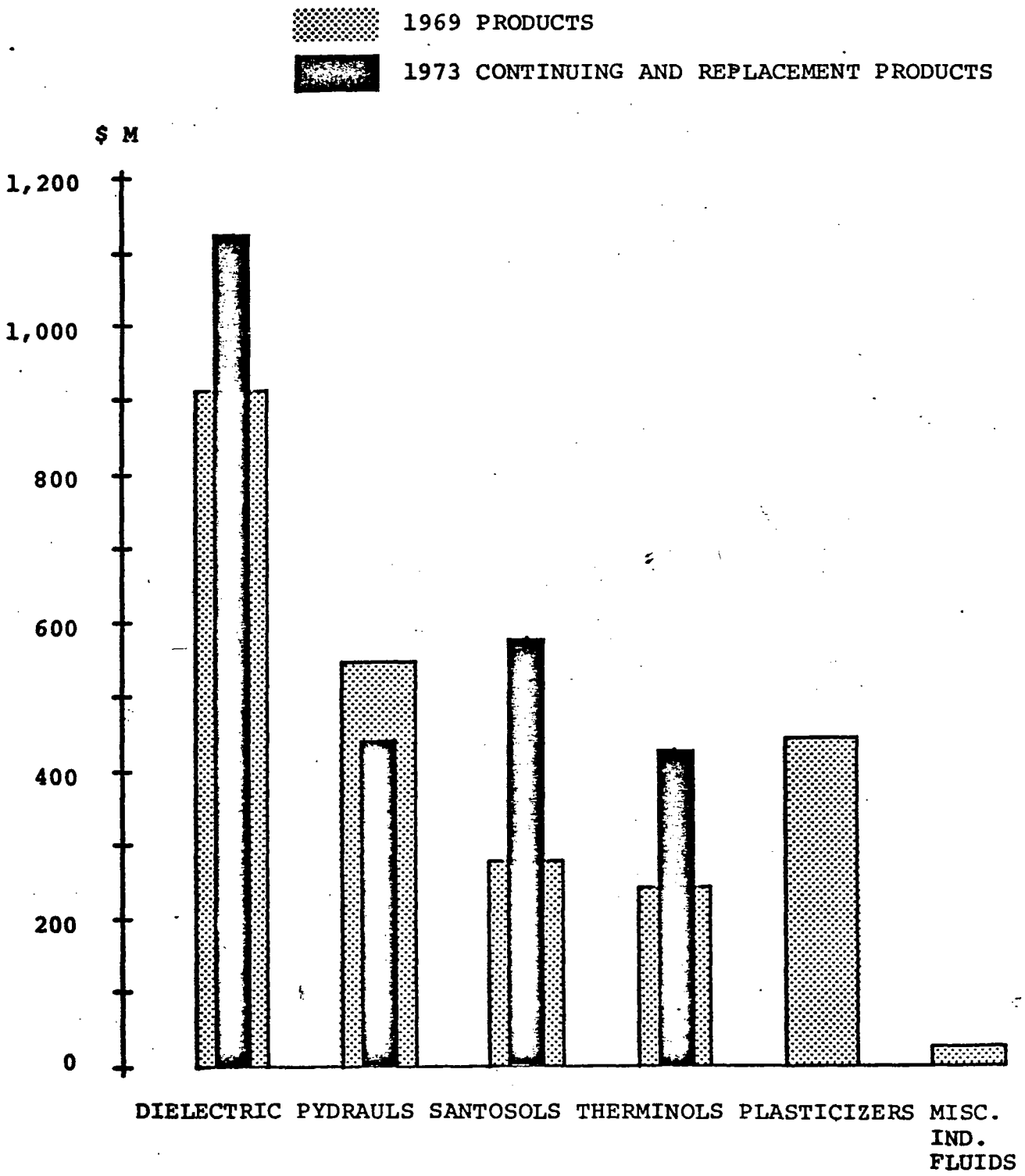
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GROSS PROFIT
PCB/PCT PRODUCTS
WORLDWIDE



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NET INCOME
PCB/PCT PRODUCTS
WORLDWIDE



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SPECIALTY PRODUCTS

PCB/PCT PRODUCTS 1969 VS CONTINUING DIELECTRIC AND REPLACEMENT PRODUCTS 1973

WORLDWIDE BASIS - $M

	Sales		Gross Profit		Net Income	
	1969	1973	1969	1973	1969	1973
Dielectric	8118	11031	3401	4183	913	1124
Pydrauls	5082	6498	2267	1518	547	434
Santosols	1755	3578	854	1552	276	576
Therminols	1588	2281	980	1465	242	424
Plasticizers[1]	4489	-	1682	-	441	-
Misc Ind Fluids[1]	228	-	109	-	26	-
Total	21260	23388	9293	8718	2445	2558

[1]No replacements in 1973

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