

Plastering Materials Merchandiser



PLAINTIFF'S EXHIBIT

USG-1337

July 12, 1962

IMPROVED AUDICOTE

On June 1, you were advised of the release of improved AUDICOTE (temporarily designated "Type A"). Please note the following:

1. Non-setting acoustical plasters develop fissures which are inherent in the product and are absolutely necessary if it is to function satisfactorily.
2. Fissures may be minute, hardly noticeable to the naked eye....or, under certain job conditions, may become increasingly large, to the point of being objectionable.
3. In many markets, AUDICOTE has met with user satisfaction; in others, fissuring has been regarded as a problem, varying from mild to severe. It has been our long term goal to develop in AUDICOTE an adequate resistance to objectionable fissuring. You now have this in improved AUDICOTE.
4. We have shipped the new formulation, Type A, for over two months, and its performance has been excellent. This has been true even on jobs where conditions would normally have been expected to promote heavy fissuring.
5. AUDICOTE is now shipped in 38 lb. bags. The volume is the same, and coverage is still well within the 7-1/2 to 8 sq. yds. per bag we expect.

The potential for AUDICOTE is good....you have a product deemed competitive....by the trade....on many job trials. Capitalize on improved AUDICOTE to secure "your share and then some" of this large, lucrative market.



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