



PFR-1

From Hampton Decorative Micarta
 WH 422-6272
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 Subject Retardant Sales

HAMPTON DECORATIVE MICARTA

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Marketing chose fire retardant laminates as one area to improve sales in 1974. Although the Division has four constructions of laminate that have been classified for use on fire retardant panels, only Asbestos Micarta and PFR-1 will be regarded as such. Vertical Surface and General Purpose laminates present a problem in determining the final usage.

Below are the goals established and progress through June:

1974 Yearly Forecast	Sales Through June	Ratio		Objective Standings
		Actual	Objective	
Asbestos \$ 30,000	\$40,000	70	54	Over
PFR-1 375,000	185,797	47	42	Under \$4,000

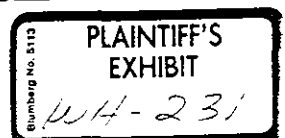
Although we are \$4,000 below target year-to-date on PFR-1 sales, this can and will change.

Due to the retirement of Mr. R. H. Demant at U.S. Plywood, we are now in a position to sell Hopeman Brothers direct. Selling direct to Hopeman allows us to talk direct to the purchasing department as well as their plant people and improve our relationship. Hopeman at present uses approximately 60% of their requirements from Consoweld and the remaining 40% from Westinghouse. Mr. Demant plans to reverse this standing by the end of 1974.

Several of the large fire retardant laminate users have stated that our price on PFR-1 is above competition. To check this statement, we have a customer purchasing four sheets of brand "X" and obtaining their price on volume purchases.

Mr. Platts has obtained permission to use one of our present supplier's paper to manufacture PFR-1 laminate instead of the special basic weight paper from Union Camp. Although this may not be a cost reduction in purchase price, it does save on storage of special paper in a rented warehouse. Thanks for the good work, Holbrook.

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Messrs. Laney, Cunningham, Cannady and Platts
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In summary, the sales objective for Asbestos in 1974 was reached in the first six months. PFR-1 will be ahead of forecast by the end of the year.

Qm
Decorative Micarta Division - R. J. Polk - Technical Sales Supervisor

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