

R+D - 183

Ardmore

December 17, 1956

Pauli Laboratory

Mr. C. E. Bergaling

LOW-COST ACOUSTICAL PLASTER

J. R. Watt - rjs

JK

cc: Mr. P. E. Fischer - Ardmore
Mr. C. E. Hobson - Ardmore
Mr. J. E. Johnston - Ardmore
Mr. Malcolm Hyer - Ardmore

Please refer to your letter of October 17, 1956 to Mr. Fischer.

In going over the file with Mr. Shuttlesworth preparatory to ordering the necessary equipment and materials to start the project of developing an acoustical plaster, I noticed something in the third paragraph of Mr. Abbey's letter which I want to clarify.

He states I indicated a formula comparable to the American Biltrock formula could be worked out very quickly. Apparently he misunderstood me. I see no reason why a similar formula cannot be developed, but considerable time will be required to make and test various formulas in the Laboratory. In addition outside tests for light reflection and noise reduction will have to be made. It is not something which can be completed very quickly as indicated by Mr. Abbey. Probably four to six months will be required to complete the project.

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SGP 0018636

Manufacturing - Ardmore

October 17, 1956

General Sales

Mr. P. E. Fischer

LOW-COST ACOUSTICAL PLASTER

CERTAINTEED PRODUCTS

CORPORATION C. E. Barzelius - spe

CC: Mr. C. K. Hobson - Ardmore
Mr. J. R. Johnston - Ardmore
Mr. O. A. Hoggatt - Paoli Laboratory
Mr. Malcolm Mayer - Ardmore

I am quoting below a memorandum that I have received from Chester Abbey, which I believe is self-explanatory:

"You may recall that for the past year we have been working on getting a source of low cost acoustical plaster that could be applied with a plastering machine. Our sales of Kalite have dropped off and one of the factors is that a majority of acoustical plaster ceilings now being installed are of a low cost blow-on material which costs about two-thirds of what the Kalite material does. Kalite is comparable in the performance and cost of Sabinite made by U.S.G.

"I have suggested we need a low-cost material and first tried to make arrangements and had it about worked out that the Zonolite people would make their material for us in a bag with our name on it, and we could sell the material which they are selling as Acoustic Plastic that is widely used and has been tested in many different type installations for fire resistance, sound characteristics, and so on. It was finally decided that since our interest lies more with Perlite, we should drop the Zonolite deal and try to make arrangements with the American Bildrock people of Chicago. After several exchanges of correspondence and my calling on these people, they finally came up and said they would not care to enter into any agreement with us since we obviously only wanted it for a short period of time, and if it proves satisfactory, we would make it ourselves, and if it did not prove satisfactory, we would drop it.

"The reason we went to these outside sources was because the laboratory had felt they would not devote the time to develop a formula and get the tests necessary to satisfactorily sell the material. In view of our lack of success, I have asked the lab to reconsider and tell us whether they would be in a position to make a formula and get the information we need. In all the work done necessary to check the competitive products on the market, Joe Watt has developed a fund of information on various acoustical plasters and has indicated to me that he could work out a formula very quickly that would be comparable to the American Bildrock formula which is very similar to the product U.S.G. recently put on the market under the name of Audicote.

"The Carr-Lite Acoustical Plaster made by the Lake Zurich people would be satisfactory, but this is an untried material in the field, compared to the other two products. Besides developing the formula and making some field checks, we would need, initially, light reflection tests and sound absorption tests. I feel these could be carried on for less than \$1,000.00 total cost.

continued

PLAINTIFF'S
EXHIBIT

PEF advises hold this for another month

#2 "Long" DMG 4/27/56

AR for 3484 sent in last week 4/27/56

SGP 0018632

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Mr. P. E. Fischer

October 17, 1956
C. E. Berselius - fpc

"We have never really been in the acoustical plaster market. I feel that with a good low cost, low in acoustical plaster, we could be able to get 5,000 tons a year without too much trouble and build from there.

"I would like to recommend the laboratory make this an active project - the development of a low cost acoustical plaster."

It is my recommendation, inasmuch as the expenditure is to be around \$1,000.00 for test data, that we set this thing up as an active project in the Laboratory. We need a good acoustical plaster to round out our gypsum line. Acoustical plasters are becoming more and more prevalent in their use in the field and the present Kalite we have is no longer the type of product that is acceptable to the trade. Kalite is and was an excellent product, but in today's market it is not the type of product that is being used.

SGP 0018633