

The RUBEROID Co.
New York, N. Y.

March 2, 1964
Dict. March 11

TO: Messrs. Bettoli - Davis - Dent - Dermody - Frohman - Hall - Limerick - Milstein -
O'Leary - Van Alkin

MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCTS DIVISION
MEETING - MARCH 2, 1964

Subject committee met at New York office on March 2, 1964. In attendance were:

Members

F. K. Sweeney, Chairman
D. A. Davis
T. A. Dent
J. G. Hall
C. T. Limerick

Guests

W. J. Van Alkin
W. G. Neel

PRODUCT DISCUSSION

A. INDUSTRIAL PRODUCTS DIVISION

1. Calasilite

Research reported that DuPont's new 6 day test for stress corrosion cracking of stainless involves the addition of chlorides to the test solution, thus removal of chlorides in our process is less important. The addition of Sodium Silicate (which acts as an inhibitor even when chlorides are present) now appears mandatory.

Mr. Henry reported that our second sample (with 3% Silicate added) had failed the 6 day test but that performance was better than the first sample (which had 2% Silicate). Mr. Henry also reported that the use of stainless pipe is growing and that Kaylo have started adding inhibitor.

Samples with 4% Silicate have been prepared and will be submitted to DuPont. Four percent will cost \$28,000. per year at a full operating rate.

2. Neoprene Saturated Asbestos

This program is bogging down. Research has been unable to perfect their product during short trial runs and limited Sales involvement results in long periods of delay while we wait for customer evaluation.

Research will intensify its efforts, including evaluation of less expensive binders and Sales will examine its position.

A-0639

MICH08387

Based on Mannington's experience, the volume in asbestos flooring felt is developing into worthwhile business.

Mannington is also interested in a lighter-weight asbestos backing for counter-top covering.

3. Organic Felt

Mannington has signed a two year contract with Congo for resin saturated felt and does not expect volume to be substantial. Considerable effort is required by Ruberoid to improve smoothness of our standard Mannington felt, particularly on that used in their VTE Process.

4. Millboard

We are still waiting for Thermoid to complete evaluation of our experimental products.

5. Link Belt Co. Bio Plates

Messrs. Kuhlken and Katula visited Link-Belt who will submit designs based on our light-weight corrugated. If our quote is acceptable, test racks will be fabricated by us.

The holder of the basic patents, who licenses producers such as Link Belt, is specifying J-M board and should be approached by our Sales Dept.

6. Sound Control Products

Lewis Goodfriend, our consultant in this project, has submitted a preliminary report recommending investigation of our products in the following areas:

- a. Over the ceiling sound control (a membrane to block sound transmission through acoustical tile).
- b. Metal partition damping. (a damping membrane between the surfaces of movable metal partitions).
- c. Resilient floor underlayment. (an underlayment for tile and the like which would reduce impact noise).
- d. Flexible barriers. (eg., as a component in a flexible folding door).

Research will continue its efforts to develop a significant program in conjunction with Goodfriend.

B. BUILDING PRODUCTS DIVISION

1. Fire Rated Gypsum Board

It has been found that Underwriters' would not accept our product without retesting, even if we were operating under a license from Certainteed, due to the lower SO₂ content of our ore. Because of this, it has been decided to proceed with a "development" test (\$2,500.) at Underwriters' with board already available at Wheatland. If this test is satisfactory, approximately \$10,000. will be required for a full scale Underwriters' evaluation of our 5/8" board. Following this, we will require almost another \$10,000 to obtain label service on our 1/2" board.

B
MICH08388

Prior to submitting the existing board for the development test, Research will run additional screening tests in the So. Bound Brook laboratory.

Sales will review the potential for fire rated gypsum to determine whether the potential volume justifies this fairly expensive program.

2. Low Density A/C Clapboard

Research reported that 2 test runs had been made in February and that the second run was very encouraging in that the experimental mix ran well on the wet machine. Product 8 ft. long and 3/8" thick was obtained.

Tentatively, Sales is visualizing a product 8 ft. long, 9 3/4" wide, 3/8" thick, surfaced with Dura Color paint, which can be sold for not over \$25.00.

This product continues to have No. 1 Research priority.

A modification of this product is also under consideration by Research wherein the Dura Color surfacing would be replaced by a Tedlar surfacing.

3. Class "A" Asphalt Shingle

Research reported relatively little progress during February. Several runs were made but it was not possible to consistently obtain a good product. Research expects to make progress in March since it has now developed considerable background on the use of the pilot equipment.

It was recommended that we obtain a \$1,500. pump if this is required to improve the pilot set-up. It was also recommended that Engineering start to consider what equipment will be required at Joliet for the Class "A" installation.

Sales asked whether the Ruberoid product would have superior characteristics compared with competitive products and Research agreed to investigate.

4. Type 207 Asbestos Roof Shingle

Due to changes and improvements in our manufacturing operation at Mobile, the manufacture of a Type 207 A/C roof shingle now appears completely impractical, based on information developed by Mr. Kuhlken. Research reported that it was proceeding, as time was available, to prepare test decks for evaluation of a strip type A/C roof shingle (with cutouts).

5. Rigid Vinyl Siding

Mr. Hall reported that the Navaco Co. in Dallas, Texas is looking for a buyer of its rigid vinyl extrusion equipment. Navaco believes they could be producing extruded rigid vinyl siding for Ruberoid in 120 days. It was agreed by the committee that we did not want to be in business on rigid vinyl siding within 120 days.

Ruberoid's technical people can visit the Navaco facilities in Dallas to check their equipment and exposures if this is desirable and if we are seriously interested in purchasing Navaco.

It was agreed by the committee that there was enough competitive product and supplier product now available to warrant the addition of a man (already approved) at this time, in order to proceed with evaluation of these materials.

6. Simulated Cedar Shingle

Research reported that they and Engineering had been unable thus far to develop a simple method of duplicating the simulated wood hand sample.

Sales reported that an extensive survey made in the South West by Sumner Rider and Associates indicates that the solution to the problem involves considerably more than imitating the appearance of cedar shake. The consistent use of wood by a number of builders on their more expensive homes has led to the concept of wood as a "Quality" or "status symbol" type product.

It was the feeling of Sales that our Sovereign type shingle, with suitable promotion, might be an answer to wood competition.

A/C roofing was also suggested as effective competition for wood.

D. A. Davis

dm

D

MICH08390