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NEW IDEAS FOR THE CREATIVE SALESMAN

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SUBJECT: AROCLOR COMMENTS

Market Highlights for Coatings

The word that came back from the Paint Show was that there is a fair amount of confusion in the coatings industry concerning Aroclor replacements. Evidently we haven't gotten the necessary information to all formulators concerning our modified product line and what it can do.

We had thought that Hercules might use the Paint Show to publicize their "decision" to recommend their product Chlorofin 40 as the replacement for Aroclor 1254 as opposed to our recommendation of Aroclor 6062 or Aroclor 5432. As it turned out, they were strangely silent. This may have been the result of our (Bob Brell) raising the question about the long term stability of chlorinated paraffins versus Aroclors, and Hercules' ability to get adequate data in the rather short time period involved.

This might be as good a time as any to run through some of the advantages/disadvantages of Aroclors over chlorinated paraffins. The principal advantage of Aroclors relates to their stability. They do not decompose to form HCl (as do chlorinated paraffins) nor do they darken with aging. This characteristic is particularly important as it relates to winter storage problems. In cold weather, chlorinated paraffins require steam jacketed pumps, lines, and tanks to prevent freeze-ups. (The same is true for Aroclors 1260, 1262, and maybe 1254.) The important factor, however, is that when you try to thaw out a frozen line with steam, you invariably cause localized over-heating. With Cl paraffins, this generates HCl.

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And this creates havoc with pumps, lines, and tanks whether they have their expensive coatings intact or not. And you end up with a tank of dark paraffin. Why not avoid these problems and use Aroclors. Disadvantage - Aroclors are more expensive to purchase per pound. But what about all the hidden expenses of lost production, pipe/pump linings, etc.?

As we have stated, our primary recommendations for replacements for Aroclor 1254 for the coatings industry, and particularly for chlorinated rubber coatings, are Aroclor 6062 and Aroclor 5432. Listed below are also some re-formulations which have been made with other products.

General Paint (Bud Luckett) has been successful in using Santicizer 261 to replace Aroclor 1248 in acrylic lacquer.

Enterprise Paint (Bud Luckett) will be using a blend of Santicizer 711 and Aroclor 5460 to replace Aroclor 1260 in a Parlon formulation. This latter blend should be fine so long as corrosion resistance is not a major factor.

3M Company (Len Berlik) The adhesives, coatings, and sealants group says Aroclor 6062 looks extremely promising. Indications are that there will be no trouble replacing 1254 with 6062.

Illinois Bronze (Len Berlik) indicates that they have successfully replaced Aroclor 1254 with Santicizer 160. Just as with Santicizer 711, Santicizer 160 should be a fine replacement providing such things as corrosion resistance and water transmission are not problems.

Urecal (Len Berlik again), a manufacture of urethane based coatings and finishes, states that Aroclor 5460, Santicizer 160, and Modaflow have been tentatively approved in a number of their formulations. Truckload orders of Aroclor 5460 should be seen in the near future.

On a more general note, Low Color Aroclor 5460 still seems to have generated a great deal of interest in the market-place. This should be an excellent product for 1971.

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