FILE NAME: US Gypsum (USG)

DATE: September 5, 1973

DOC#: USG123

DOCUMENT DESCRIPTION: 1973 Press Release on introduction of non-asbestos texturing materials

news/U.S.G.
PUBLIC RELATIONS DEPARTMENT
TELEPHONE: 321-3838
UNITED STATES GYPSUM COMPANY 101 S. WACKER DR., CHICAGO, ILL. 60606

P.R. No. USG 73-49
FOR GENERAL RELEASE

U.S.G. INTRODUCES NON-ASBESTOS TEXTURING MATERIALS ON WEST COAST

Non-asbestos texturing materials for both walls and ceilings have been released in the Western states by United States Gypsum Company.

The products, IMPERIAL® QT Texture Finish for ceilings and USG® Spray Texture for sidewalls, eliminate the health hazards associated with breathing asbestos dust during application work. Use of the products simplifies compliance with OSHA (Occupational Safety and Health Act) standards.

Both products also are non-casein, eliminating spoilage and loss of material held in mixing tanks. Gone, too, are the odors associated with casein products.

Use of this U.S.G. texturing system minimizes discoloration caused by spraying over dissimilar finishes.

IMPERIAL® QT Finish is formulated for spray application to produce a simulated acoustical ceiling finish in an exceptionally white, coarse texture. The finish has excellent bonding qualities and adheres to gypsum panels, properly cured new or old concrete, plaster or wood. Its exceptional hide and body conceal minor surface defects.

-more-

GP015 1530

NON-ASBESTOS TEXTURING MATERIALS // ADD ONE

USG® Spray Texture Finish produces a range of wall finishes from light-orange-peel to heavy fog-and-splatter, with good hide and excellent hardness.

For more information on this new non-asbestos texturing system, write United States Gypsum Company, 525 S. Virgil Avenue, Los Angeles, California 90020.

- END -

For further information, contact:

D.E. Shipley
Phone 213/388-1171

ENCLOSURE: J-337, J-338
PHOTO ENCLOSED
September 5, 1973

CPC15 1591