Evmoffett, Research

*Got a plastic "brain child"*
*too good to pass, but*
*too stubborn to process?*



# STOP WORRYING

*Monsanto has the plasticizers you need to plasticize anything*

from A

- Acrylics
- Aminoplasts
- Asphalt
- Casein
- Chlorinated Rubber
- Crepe Rubber
- Melamine
- Neoprene
- Nitrile Rubber
- Nylon
- Phenolics
- Polyamides
- Polybutenes
- Polyesters
- Polysulfides
- Polyvinylidene Chloride
- Polyvinylpyrrolidone
- Proteins
- Shellac
- Silicone Rubber
- Soya
- Styrene-Butadiene Copolymer
- Vinylidene Chloride-Vinyl Chloride Copolymer
- Vinylpyrrolidone-Vinyl Acetate Copolymer
- Zein

to Z



INTRACTABLE RESINS

\+ MONSANTO PLASTICIZERS

= WORKABLE NEW FORMULATIONS

This simple formula works on even your toughest plasticizing problems. It figures. Who else but Monsanto can throw more than 80 plasticizers at a recalcitrant resin?



TAKE

## ACRYLIC LACQUERS

*Santicizer*® 160 has high solvating effect; imparts excellent gloss, gloss retention, and adhesivity. Dicyclohexyl phthalate adds film hardness, improves moisture resistance, and permits formulation to higher solids content.

To formulate *your* plasticizing problems away, contact Monsanto first.



INTRACTAB RESINS

\+ MONSANT PLASTICIZE

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TAKE

## ASPHA

... protein, or shellac. *Ar* *Aroclor*® compounds mak products self-extinguishi *cizer*® 8, 9, B-16 and *Santo* improve flexibility, water clarity, adhesion, and vi protein compositions. *Sa* plasticizes shellac.

To formulate plasticizing away, conta Monsanto fi

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TAKE

# ASPHALT

. . . protein, or shellac. *Montar*® and *Aroclor*® compounds make asphaltic products self-extinguishing. *Santicizer*® 8, 9, B-16 and *Santolite*® MHP improve flexibility, water resistance, clarity, adhesion, and viscosity of protein compositions. *Santicizer* 8 plasticizes shellac.

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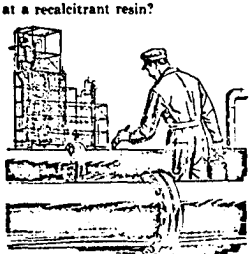

TAKE

# CHLORINATED RUBBER

*Aroclor*® plasticizers augment resistance to acids, alkalies, moisture, and corrosive chemicals and impart fire retardance to chlorinated rubbers, polysulfides, and styrene-butadiene copolymers. They impart flexibility, strengthen adhesion and extend the life of coatings. Tricresyl phosphate, dibutyl phthalate, *HB-40*®, and *Santicizer* B-16® are also useful for flexibility and adhesion.

**To formulate *your* plasticizing problems away, contact Monsanto first.**



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TAKE

# EPOXY

## RESINS

*Mod-Epox*® reduces viscosity and celerates cure of epoxy resins. maintains or improves electrical physical properties . . . at 50% to 6 lower total cost than other react diluents. *Aroclor*® compounds y self-extinguishing or non-burning mulations and also reduce costs.

**To formulate *your* plasticizing problem away, contact Monsanto first.**

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INTRACTABLE RESINS

MONSANTO PLASTICIZERS

WORKABLE NEW FORMULATIONS

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POXY RESINS...

® reduces viscosity and accure of epoxy resins. It or improves electrical and roperties...at 50°; to 65°; al cost than other reactive *Aroclor*® compounds yield nishing or non-burning for- and also reduce costs.

To formulate *your plasticizing problems* away, contact Monsanto first.



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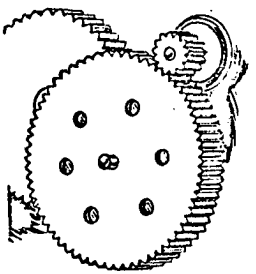

TAKE NYLON

...and other polyamides. *Santicizer*® 8 lowers the melting point, improves processing. It imparts flexibility and toughness. *Santicizer* 3 offers somewhat greater heat stability, and *Santicizer* 1-H improves water resistance.

To formulate *your plasticizing problems* away, contact Monsanto first.



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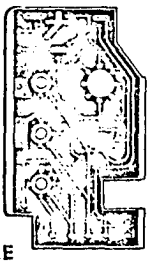

TAKE PHENOLICS AND AMINOPLASTS

*Santicizer*® 9 improves flow of phenolic resins in molding or impregnating applications. It is one of the few plasticizers compatible with urea-formaldehyde, and it controls warpage and shrinkage in melamine molding by permitting lower volatile content. *Aroclor*® plasticizers and tricresyl phosphate impart flame retardance to phenolics and improve punching characteristics of laminates.

To formulate *your plasticizing problems* away, contact Monsanto first.

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INTRACTABLE RESINS

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WORKABLE NEW FORMULATIONS

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TAKE

# POLYESTER

RESINS...

*sticizer*® 160, dimethyl phthalate, l tricresyl phosphate dilute and de- sitize peroxide initiators for safer, pler polyester curing. *Santicizer* o also flexibilizes polyesters; d *Aroclor*® plasticizers impart e retardance, improve impact gth, and replace costly flexibil- e polyesters.

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TAKE POLY-VINYLIDENE CHLORIDE

...or polyvinylpyrrolidone. Nontoxic *Santicizer*® 141, *E-15*, and *B-16* are recommended for polyvinylidene chloride food wraps. *Santicizer* 141 adds superior low-temperature flexibility. *Santicizer* B-16 offers very low odor and taste. *Santicizer* 160 is an excellent general-purpose plasticizer, noted for fast and easy processing.

To formulate *your* plasticizing problems away, contact Monsanto first.

Staple



GENTLEMEN:

Please send me a copy of your new Technical Bulletin No. PL-332, "Monsanto Plasticizers for Hard-to-Plasticize Resins."

*My hard-to-plasticize resin is*.....

.....

*The application is*.....

.....

*Thank you.*

Name.....

Title.....

Company.....

Address.....

City.....Zone....State.....

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