FILE NAME: WR Grace (WRG)

DATE: December 5, 1973

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DOCUMENT DESCRIPTION: 1973 Fireproofing Bulletin regarding advertising

BULLETIN FIREPROOFING

SUBJECT: U. S. MINERAL PRODUCTS CO. - BULLETIN #37

709895

DATE: December 5, 1973

The enclosed two-page advertisement by U. S. Mineral Products (CAFCO) has appeared in the last two issues of "WALLS & CEILINGS" magazine. Mailings of a similar nature have been sent by USM to fireproofing contractors.

These ads are an example of the worst kind of advertising and sales approach. This sort of negative and misleading selling accomplishes nothing positive but could upset the market by suggesting that spray-applied fireproofing poses some health hazard. This is the last thing our industry needs.

The facts are that MONOKOTE 5 is formulated without asbestos and the OSHA Standards for Exposure to Asbestos Dust simply don't apply to the use of MONOKOTE.

We do not intend to dignify CAFCO's ad by responding to it formally. When asked, describe it for what it is -- misleading rubbish. We do not want to get into name calling that may inadvertently increase the market's concern with sprayed fireproofing of all types.

It's too bad we have competitors with as poor judgment as CAFCO. On the other hand, their frantic and misdirected efforts do show that they can't effectively sell the qualities of their product in comparison with MONOKOTE.

Cheap shots are the frustrated actions of losers.

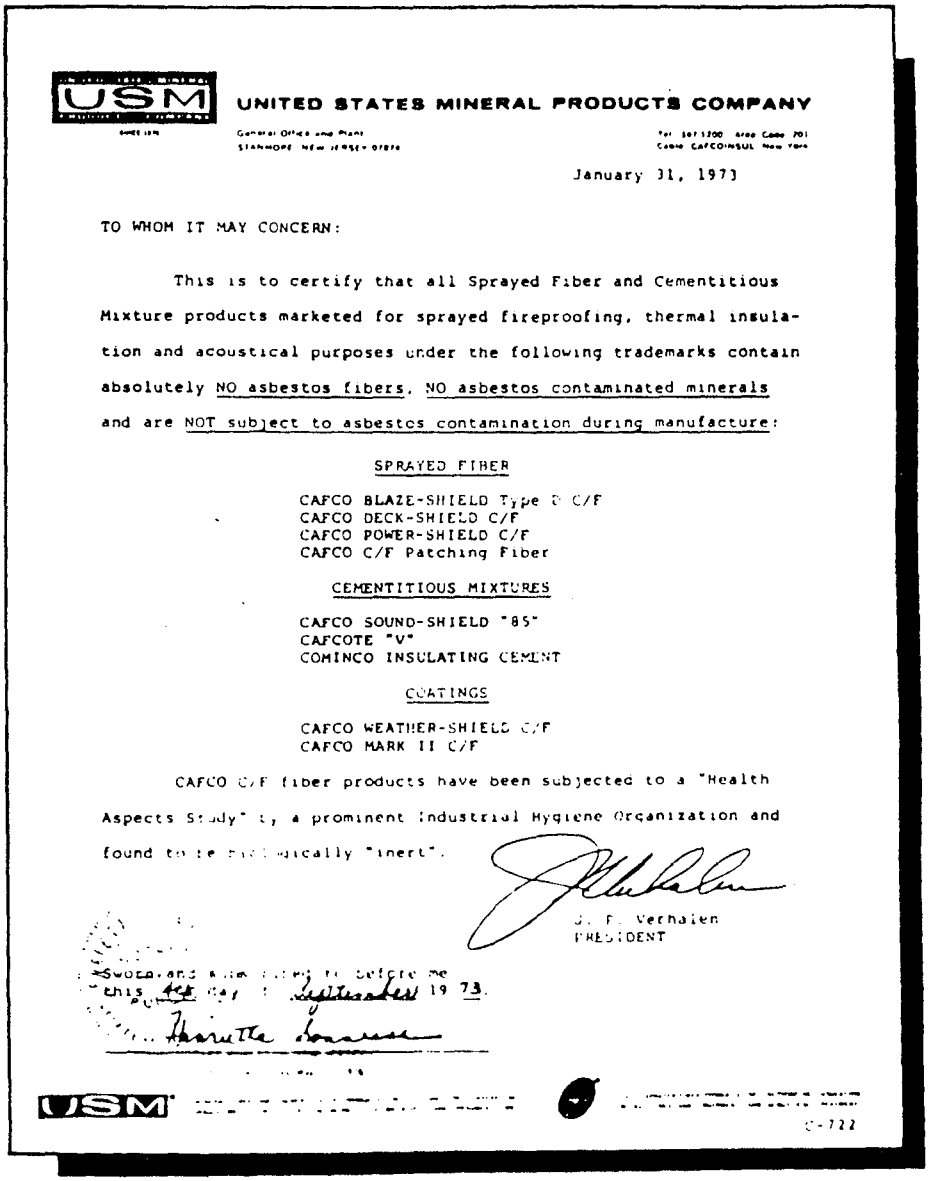
TPF/jaj

Enclosure

CONTRACTORS:

absolutely free of asbestos. Asbestos Dust" does not apply.

7. Will your supplier certify his materials are absolutely free of asbestos?



USM UNITED STATES MINERAL PRODUCTS COMPANY

General Office and Plant
STANHOPE, New Jersey 07874

January 31, 1973

TO WHOM IT MAY CONCERN:

This is to certify that all Sprayed Fiber and Cementitious Mixture products marketed for sprayed fireproofing, thermal insulation and acoustical purposes under the following trademarks contain absolutely NO asbestos fibers, NO asbestos contaminated minerals and are NOT subject to asbestos contamination during manufacture:

SPRAYED FIBER

CAFCO BLAZE-SHIELD Type [illegible] C/F
CAFCO DECK-SHIELD C/F
CAFCO POWER-SHIELD C/F
CAFCO C/F Patching Fiber

CEMENTITIOUS MIXTURES

CAFCO SOUND-SHIELD "85"
CAFCOTE "V"
COMINCO INSULATING CEMENT

COATINGS

CAFCO WEATHER-SHIELD C/F
CAFCO MARK II C/F

CAFCO C/F fiber products have been subjected to a "Health Aspects Study" by a prominent Industrial Hygiene Organization and found to be [illegible]ically "inert".

J. F. Verhalen
PRESIDENT

Sworn and subscribed before me this 4th day of September 19 73.

[illegible]

USM [illegible]

C-722

For your copy of OSHA "Standard for Exposure to Asbestos Dust" and more information about USM asbestos-free materials for sprayed fireproofing, thermal insulation and acoustical purposes, write United States Mineral Products Company, Stanhope, New Jersey 07874.