~~DNH~~ Fle

R. V. Johnson, Everett

April 14, 1980

MARKET ANALYSIS - ADHESIVES

E. F. Capron, Everett
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B. R. Dolimount, Everett
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Bruce has completed his 1980 market analysis of the adhesive industry for the Northeast region. This will be included in our Regional Book currently under construction. (all contracts have been let and contractors are under way!!) He has done a fine job identifying this very difficult market and making some sense out of chaos.

I agree that except for the key major customers, we need an aggressive local distributor to follow up some of the L T/L business. I am not too sure if Union Chemicals, with their many products and corporate overhead, can do the job. In recent years they have not grown too rapidly; some of which is due to the many people changes and switches to untrained sales persons that have occurred.

Monson just may be able to seek this market out.

Comments and recommendations welcome.

RVJ:ac

R. V. Johnson

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