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Wilmington, Delaware
 December 7, 1961

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MARSHALL SALES DEVELOPMENT LABORATORY RELEASE LETTER #1931

SALE OF FOUR NEW COLORS IN "FLOW KOTE", "LUCITE" WALL
 PAINT AND "DUCO" SATIN SHEEN QUALITIES

Subject release has been approved. This covers Divisional manufacture and sale of four new colors in "Flow Kote", "Lucite" wall paint and "Duco" Satin Sheen qualities.

Final Production Division approval and acceptance of responsibility for manufacture is contingent upon satisfactory factory scale alignment now under way.

MARSHALL SALES DEVELOPMENT LABORATORY NOTES

The difficulty encountered in aligning of some of the formulas at most of the Trade Sales manufacturing locations prompts the suggestion that future releases of type be piloted on a production basis prior to proposing national distribution.

PLANTS' NOTES

Developments in connection with this release indicated the need for improved color standards control in that future releases of this magnitude should not be processed without permanent standards. There are indications that color control could be improved remarkably even without the proposed instrumental control procedures with the institution of refinements in the handling, use and storage of color standards. Under consideration is the use of separate standards for flat and semi-gloss products to improve color control of this type of product. The plants will probably want to set aside a more than normal number of record samples of these batches in order to be able to thoroughly investigate any color drift or bleeding problems which may arise during the alignment of these new products.