FILE NAME: Keene (KNE)

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CONFERENCE REPORT



NUMBER: 1-68 BEH

DATE: August 6, 1968

CLIENT: Keene: Baldwin Ehret-Hill Division

DATE OF MEETING: August 5, 1968

PRESENT FOR CLIENT:
J. J. Bokan
R. R. Stevens
P. Erney
M. M. Wilson

PRESENT FOR AGENCY:
R. Gorman
F. P. Harvey

LOCATION: Trenton, New Jersey

TO:

Keene Hq.	Chadbourne	BEH	Accounting		Media
W. Bailey	E. R. Anderson	E.R.Stevens	Art		Publicity
J. Bokan		P. Erney	Copy		Radio-TV
Utz	Forum Four	M.M.Wilson	Direct Mail-Prom.		Research
McCarthy	R. Gurvitz	MJA	Marketing		Traffic-Prod.
		T.Johnston	F.P.Harvey	T.Masterson	P.Beece
		R. Gorman	D.Willis	C.Greenspan	J.L.Gornic
		L. Martin	J.Bourdon	T.Wright	E.Innes
		E.Molyneux			

TAKE ACTION:

ADVERTISING AND PUBLIC RELATIONS CAMPAIGN EXPLOITING ASBESTOS HEALTH HAZARD AND KEENE PRODUCT REDESIGNS TO REMOVE ASBESTOS FROM INSULATION PRODUCTS

This meeting was called by Keene Group VP Joe Bokan and BEH Division President Ed Stevens to enlist agency advertising and PR help arising from the following circumstances:

1. Increased concern and publicity arising from the health hazards in the insulation industry caused by usage of asbestos.

   a. Federally funded (Dept. of HEW) studies for the past eight years by Dr. Irving J. Selikoff, M.D., President of N.Y. Academy of Sciences, which show considerably higher incidence of death due to asbestosis, silicosis, and mesothelioma, among asbestos workers, particularly those who smoke.

   b. Support of the above study by the International Association of Heat and Frost Insulators and Asbestos Workers union.

c. DuPont's Industrial Hygiene Department has forbidden use in DuPont plant construction of any insulation products containing asbestos.

d. In England, use of insulation materials containing asbestos has been forbidden.

e. Consumer publicity such as May 7th Earl Ubell telecast showing asbestos dust fall-out.

2. The nature of the hazards

In pipe, block and blanket thermal insulations which contain asbestos, hazard is incurred when materials are cut by saw or knife for fitting on the job. Asbestos dust results, which, when inhaled, adheres to lungs.

In spray applications, steel beams of high rise buildings in urban areas are sprayed with blends of asbestos fibers, (20+%) white mineral fibers, and inorganic binders for fireproofing. Other sprays provide thermal and acoustical insulation. In application this causes a "dusting" problem "or snow" which is wind-carried and falls on neighboring tenants, the general public and other construction workers. Construction workers frequently slow-down the job by absenting themselves during this application, because of suspected hazard. Air pollution is clearly visible.

3. Keene BEH remedial measures

Keene believes that pressure will increase for control of asbestos dusting. In order to provide leadership, it has redesigned its product line to either markedly reduce asbestos content below that of any similar competitive products available, or eliminate asbestos content completely.

For industrial applications the following Keene BEH products are now completely free of asbestos:

a. Mono-block block and board insulation. (Not new.) Composed entirely of spun mineral fibers and inorganic binders. A patented BEH process interlocks the long mineral fibers to form a rigid, strong resilient block, effective up to 1800 degrees F. There has never been a recorded insulation failure with Mono-block. It has greater tensile strength, light weight, easier to apply than calcium silicate. Cuts with a knife, Surface adjusts to irregularities for snug fit, Moisture-resistant, Non-corrosive, Stable in service, Incombustible. It's chief competitor is calcium silicate block which normally contains as much as 10% asbestos. Uses

are for heated surfaces on steam boilers, ovens, kilns, furnaces, refinery towers, etc.

b. Super Powerhouse Cement

Used as a finishing cement over blocks, methal lath surfaces of blankets, pipe insulation, other insulation cements. Used alone as an insulator over pipe fittings, valves and irregular surfaces generally. No asbestos ingredients.

Composed of spun mineral wool granules, fillers and a hydraulic setting binder. Furnished dry for mixing with water and application by trowel. Sets two hours after mixing. One coat application, Negligible drying shrinkage. Smooth white finish surface. Can be painted. Not washed off by rain after initial set.

c. Therma-K Mineral Fiber Block

A semi-rigid mineral fiber block insulation, lighter in weight and available in larger sheets than rigid-type block insulation. For heated flat surfaces where temp does not exceed 1000°F.

d. Metal Reinforced blankets. (Catalog material available)

A whole line of asbestos-free mineral fiber and glass fiber blanket-type insulations.

e. Industrial felts. (Catalog material available).

IMPORTANT

In addition, Keene BEH has redesigned its Thermasil Pipe, Block and Board Insulation to have less than half the asbestos content of that contained in competitive calcium silicate insulations. Competitive cal sil products have roughly a 10% asbestos content. Keene's new Thermasil has reduced asbestos content to 4-5% and by January 1, 1969 will have asbestos content down to 2%. Yet in all other regards insulation characteristics and ratings have been held constant or improved. (Full catalog source material available on Thermasil Line).

IMPORTANT

For the construction market, Keene expects by January to have U.L. approval of a revolutionary new asbestos-free Pyrospray which will tremendously reduce

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"dusting", and provide better strength, heat resistance and matting capability than present rock wool and asbestos (20%) mixtures. This last development is to be kept confidential until U.L. approvals are imminent (probably December).

4. ACTION

a. MJA advertising

Agency is to submit copy, layouts and media recommendations for campaign to capitalize on the above, initially for the industrial market (engineers responsible for the specification of materials for construction of utility, process, chemical, and refinery installations); then for the Pyrospray market (all building construction).

b. PRP assignment

Mr. Gorman is to investigate and submit suggestions for the best possible exploitation of Keene asbestos-free redesigns as a service to public health and welfare.

Consideration will be given to working with:
Federal Government (Dept. of HEW)
Insurance companies -- health and casualty
Medical Groups
Dr. Selikoff
Labor unions
Industry association (NIMA).

Although client is involved with asbestos ingredients in some other products, they are willing to risk strong negative competitive reactions and pressures if sufficient marketing and public recognition advantages can be generated.

It is understood that investigations which proceed immediately will not disclose new Pyrospray development until client advises same has U.L. approval.

- FPR

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