



INTERNAL C RRESPONDENCE

PLASTICS DIVISION

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To (Name) Mr. J. R. Wilkinson
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 Location New York, New York

Date January 30, 1967
 Originating Dept. Applications R & D

Answering letter date

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Subject O Resins

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 D.E.R. ✓

We believe that O resins should be immediately introduced to accounts in the calendering, molding and extrusion in non rigid and bottle applications on the basis of laboratory data. We believe that these resins have properties to support a 2¢ per lb. premium over market price in flexible applications and a 3-4¢ per lb. premium in bottles and perhaps in other rigid applications where vinyl chloride-vinyl acetate copolymers are presently used. It may be possible to establish specifications for such resins so that they cannot be used interchangeably in each market to enable us to maintain a higher price in the rigid areas.

Although the laboratory data concerning the properties and anticipated processing characteristics are sound, uncertainties exist as a result of the production data developed by Fiber and Fabrics. This would preclude introducing these resins to production or purchasing personnel since these resins apparently cannot be processed the same way as homopolymers. We, therefore, must first demonstrate to potential customers through their technical departments the superiority of these resins to motivate the effort that will be necessary for them to identify the specific conditions applicable to their equipment which will be necessary to fully develop the product properties and/or processing advantages of these resins. We feel that further laboratory work has reached the point of diminishing returns and that further time consuming production experiences may be uniquely limited in applicability to our own fabricating plant and certainly not develop all of the answers to questions that are likely to arise.

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It is important that our personnel be present on the floor during plant trials to observe and/or encourage the faster production rates that are likely from O resins since this is the major basis for obtaining a premium for these products. The improved physical properties resulting from reduced plasticizer level is of lesser importance since the potential customer may not be able to sell his product at a premium price. The present plasticizer shortage will temporarily support some lesser premium if an account is able to increase his total net production as a result.

Our competitors, specifically Goodrich, Allied and Monsanto, have been in the marketplace with samples and/or conversation pertaining to olefinic modified vinyl chloride polymers. Our lead time is, therefore, not as large as we may have speculated particularly if current plant expansion are providing for higher pressure autoclaves. Our plants are on a reduced schedule which further adds to the need of introducing these resins at this time. The lead time that we do have will be of value in developing specific specifications a greater knowledge of their performance and optimizing our product mix all of which will make it more difficult for our competitors to match our service and quality when they are in a position to supply.

I will look forward to discussing with you further the O resin marketing strategy to support this approach.

AJC/bhm


A. J. Costantin

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