St. Louis - General Offices

July 17, 1962

THERMINOL--INDUSTRIAL HEAT TRANSFER FLUID PROGRAM

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TO: All District Managers

Effective August 1, 1962, AROCLOR will no longer be offered for heat transfer applications. We will instead market these fluids under the trade mark THERMINOL--offer additional service benefits and increase the price to that shown on the attachment. We ask your full co-operation in this move.

It will be necessary that each district give notice of the product name and price changes to present customers using AROCLOR as a heat transfer fluid. A sample letter is attached which might serve as a guide in notifying your customers. A partial list of AROCLOR heat transfer users from our files is also attached--your knowledge of your customers makes it possible for you to identify other firms using AROCLOR as a heat transfer fluid.

For your information and for adapting the letter,

THERMINOL FR-1 corresponds to AROCLOR 1242
THERMINOL FR-2 corresponds to AROCLOR 1248
THERMINOL FR-3 corresponds to AROCLOR 1254

During this transition period, when you still receive inquiries or orders for AROCLOR as a heat transfer fluid, please notify the account that we no longer offer AROCLOR for this use but do offer a series of THERMINOL fluids, specifically designed for this application. After several months, at most one year, engineering firms designing heating systems will have completely dropped the name AROCLOR and will specify our fluid as THERMINOL.

Next week, a sales bulletin will be issued informing district salesmen of this program and some of the supporting material which is coming. Their customers may ask questions about this move. We have tried to anticipate these questions and present our reasons in the "Questions and Comments" sheet attached. This should help assure consistency of the replies to any customer questions. Public

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announcement of the THERMINOL technology program will be made August 5 in conjunction with the Fourth Annual Heat Transfer Conference in Houston, Texas. A Monsanto press release will be issued at that time.

We solicit your full support in this move to establish the THERMINOL program. Please review the attachments and let us know immediately if you foresee any problems which will require further help or explanation. Thank you.

Richard Davis

/mjt

Attachment

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