Monsanto

FROM (NAME—LOCATION—PHONE) M. M. Mattix - Galt 1730 (4-5397)

DATE : September 30, 1983

SUBJECT : Discussion with Indian Orchard Personnel

REFERENCE : Adhesives Test Methods and General Marketing Situation.

TO : FILE

cc D. H. Paul 1730
N. W. Touchette 1730
M. W. Farrar 04C
M. D. Card E3SD

Persons Contacted:

Bill Strazik, Applications Research Manager
John Flink, MTS

Purpose of Conversations

These individuals were contacted for their insights on the adhesive industry and the test methods which they consider important for adhesives. They both made some interesting observations which are pertinent to work we do on Santicizer® 160 (or any alternatives) for the PVAc adhesives market.

Bill Strazik

Bill is involved mostly with pressure sensitive adhesives, but had the following general comments:

1) Test Methods

He feels that to get in the door with a new product at an H. B. Fuller or National Starch we should have performed the standard viscosity, open time and wet tack experiments plus

a) Evaluate the effect of high and low temperatures on the bond ($\pm 20^{o}C$).

b) Evaluate the effect of water on the bond, i.e., peel test under water.

c) Tests should be run on a variety of suitable substrates to evaluate the use in different applications.

He feels that if an honest attempt has been made to evaluate the bonds under varying conditions we will have a good chance to get products looked at. He says that the adhesive companies are unlikely to share their actual test methods with us.

Another suggestion was that, if we determine a specific market to target, we contact those users to determine what their adhesive specifications are (if any).

Bill says that his group is also trying to learn more about the adhesives industry and are running into similar road blocks. He says that National Starch considers Monsanto a competitive threat in the PSA market and has clammed up.

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John Flink

Their group is not active in adhesives market per se. They do not really know the adhesive customers and do not service them. National Starch, Fuller, Borden etc., are considered experts while Monsanto is a somewhat ignorant supplier.

He feels that Starch and Fuller overall view us as competitors. We compete with National Starch in pressure sensitive markets and with H. B. Fuller in emulsion markets. These companies do not want to give Monsanto specific test methods because they feel that we could use it to our advantage.

Dealings between Monsanto, Indian Orchard, H. B. Fuller have been poor. They deal with the chief purchasing guy at Fuller, McAnnally, Joe Biljan's superior. Both these individuals have a very poor opinion of Monsanto (DHP, MMM, MTS called Report 9/2/83).

Hopefully these comments will be useful when developing programs aimed at servicing existing adhesive accounts and when screening new potential candidates.

M. M. Mattix

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