PLAINTIFF'S
EXHIBIT
K-1553

1973 PRODUCT MEETING
Construction Products Department

J-M Refractories

Section 4

THE SUPEREX APPLICATION

DEFENDANT'S
EXHIBIT
OI-124

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4. The Superex Application Thursday, 4:00-4:15 pm

a. The primary market for Superex is those people who buy refractories. They look at it as if it is a refractory and buy it like a refractory.

- Its largest application is back-up insulation to both insulating and dense refractories such as hard brick, castables and plastics.

- The specifying influence is the refractories designer and this may be a refractories company, distributor or commonly, the owner. The benefits of using Superex accrue to the owner.

- Wider acceptance for Superex will come from getting Superex on more of this specifications and the man we must sell is the man with the money to spend.

b. The quality features of diatomaceous earth block insulations.

- The highest temperature use limit block of any insulation on the market.

- The hardest, firmest and greatest strength product of any on the market.

- Also the highest priced block insulation product.

- Its primary competitor is mineral wool block which has none of these features.

c. What do these features mean to the refractories buyer? What benefits accrue to the man with the money to spend?

- The primary benefit is that a total refractory construction can be reduced to the minimum installed cost with the use of Superex block.

- Superex can be used at temperatures exceeding any other block insulation. For example, the maximum recommended temperature for mineral wool block is 1500°F. Above that it loses streng quickly. Since Superex is a better insulator than the hot fa

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refractories, an inch of it does better than an inch of whatever is on the hot face - Superex gives a thinner wall than anything else used as back-up insulation. See example.

- OSHA is decreeing cooler furnace shell temperatures. Moreover this is a strong customer desire regardless of OSHA and always has been - Superex is the best back-up block insulation to reduce this shell temperature.

- Superex is ideal for plastics construction; its strength lets you ram directly against it - lower installed cost.

- Most dense refractories crack in service; and highly refractor Superex will not melt when expcsed to full furnace temperature as will mineral wool block. Most furnace linings do, in fact, fail because of back-up insulation failure - Our customer buys important insurance with Superex.

- For the same reason a furnace with Superex back-up insulation can be held in service longer until a more convenient shut down when hot face refractories fail - more insurance.

d. Who is going to benefit most from buying Superex?

- In part, the refractories vendor. Through including Superex in his design, his entire offering will be more competitive and thus enhance his chances of getting a job.

- Always, the owner of the equipment, because when a system is designed to use all the Superex benefits, it is the most cost effective system.

- Remember, Superex cannot compete on an equal basis with minera wool block. A refractory system must be designed to use <u>all the Superex benefits</u> to make Superex attractive to purchase. The owner or whoever is doing his designing is the man we must sell. <u>Superex is the most cost effective back-up insulation when used correctly</u>. It is asbestos-free, too.

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