11 MAY 1970

CALL R[redacted] MONSANTO EUROPE

COUNTRY	SALESMAN'S NAME	REPORT NO	DATE	DISTRIBUTION
	J.E.DEAKIN	1	4th MAY 1970	

CUSTOMER'S NAME [redacted]

ADDRESS BAYTON ROAD INDUSTRIAL ESTATE, EXHALL, COVENTRY

TYPE OF BUSINESS

CALLED WITH BILL MORRIS

PERSONNEL SEEN – FULL NAME AND FULL TITLE	MONSANTO INTERNATIONAL ON	OFF
MR R LARSEN - TECHNICAL SERVICE MANAGER		
MR W J LEAR - CHIEF CHEMIST		

DISTRIBUTION:
- FOREIGN SLS. REP. JED
- PROD. SUPV. JHO-BRU
- PROD. M[redacted] AFS
- DIR. OF SALES WWM
- DIR. AGENCY REL. MJH
- SLS. SERV. JMJW
- CALL REPORT FILE CRB(2)
- CUSTOMER FILE LV-Ghent
- ST-LOUIS VJH-Bru

EXPANSION PLANS

INVENTORY POSITION

REQUIREMENTS	PRODUCT & GRADE	CONSUMPTION PER YEAR	PRICE	END USE	SUPPLIER

REMARKS : RATE THE ACCURACY OF INFORMATION WHEREVER POSSIBLE, I.E. 1. - ACCURATE -, 2. - FAIRLY ACCURATE -, 3. - JUST A RUMOR -

SUMMARY

Market for Aroclor 1254 in Polysulphide based sealants likely to be displaced by chlorinated paraffins e.g. Cereclor 54. Price and equivalent if not slightly improved performance cited as reasons for proposed recommendations.

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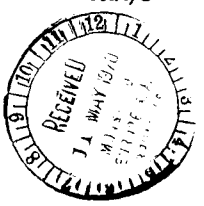

ACTION REQUIRED

VJH - Any ideas on protecting this Aroclor market without depressing Aroclor prices across the board?

Bxls (M) 4-4/45-200 Bloc 100-1

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THIOKOL CHEMICALS LIMITED

DETAILS

I.R.C.P. GROUP

Plasticizers

Thiokol have technical service laboratories in U.K. and also in Germany but manufacture all their Polysulphide resins in the United States and our interest with Thiokol is to persuade them to recommend Monsanto Plasticizers to their customers who buy their Polysulphide resins in order to make up sealants for the building industry etc. Roy Larsen and John Lear have been evaluating the ICI and Hoechst range of chloro wax products and have found that another of these chlorinated paraffins are compatible in and perform well in sealants for the building industry in particular and Thiokol's development work in establishing long term weathering of these Plasticizers is now virtually complete. As from now, they will be recommending customer to evaluate Cereclors in sealant formulations since as far as Thiokol are concerned this is an ideal way to effect savings for their customers without reducing the price of the Polysulphide resins.

Not only have the chloro wax plasticizers been proved free from exudation characteristics which might effect the adhesive properties of the sealants but performance in general have been showed to be at least equivalent to Aroclor 1254 if not slightly better in some cases. In addition, the price of the chloro waxes vary between £100 and £110 per ton, i.e. approximately half that of an Aroclor. John Lear is looking at even cheaper plasticizers based upon petrochemical feed stock but would not at this stage be specific except to say that their development work was showing some promise.

They find that mixtures of Aroclor 1260 and Santicizer 160 perform extremely well to promote flow and adhesion but are totally out on price compared to chloro wax products. John Lear thought it unlikely that their customers would evaluate S160 alone since again there would be at least a 5 or 6 cents differential between the 160 and chloro wax systems. A customer using approximately 40 tons of Aroclor per annum in a Polysulphide sealant would thus stand to save some £2,000 per annum by switching to chloro wax plasticizer and if they accept a Thiokol formulation the cost to the customer would be the cost of the British Standard test to obtain the necessary kite market (approximately £100/£120).

One is at a loss to determine what we should do next in this particular market since whichever plasticizer blend we choose, we shall be well out on price. John Lear admitted the conservative nature of the sealant industry but commented that when it came to saving money, they could be pretty quick off the mark. Cereclors 42, 52 and 54 have been examined as well as the Hoechst chloro wax 56 but it seems that Thiokol have standardised on the Cereclor 54 as being the most effect.

J.E.DEAKIN

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