

E. I. DU PONT DE NEMOURS AND COMPANY
Pigments Department

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W. S. STRUVE
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BT-476-D - COWLES DISPERSIBILITY

The status of this pigment was discussed at the 12-16-74 presscake committee meeting. In my opinion, a serious review of the necessary R and D objective to be achieved should be undertaken by Marketing, for the following reasons:

1) Ciba Geigy LGLD is not being encountered in the field and may no longer be available. We do not know whether this was caused by economic deficiencies of the product versus purchases of flushed ink mill bases or by some decision on the part of the manufacturer.

2) The quality level already achieved in plant manufacture of BT-476-D may or may not be adequate, since there seems to be no competitive product available.

3) The market place for this type product has to be more clearly established, along with the necessary technical objectives, selling price, etc., to permit a more intelligent approach to this problem.

Sale of this product is in a sense developing a counteroffering for our presscake which would be ultimately offered to the same consumers. If there is an economic justification for this we should undertake the study, but it does not seem to be obvious to me.

Julius Jackson
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JJ/cjg

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