



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED

WILMINGTON, DELAWARE 19898

CHEMICALS AND PIGMENTS DEPARTMENT
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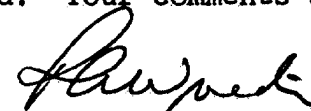
June 30, 1981

J. S. Thackrah
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ACID RIPENED CPC BLUE B

You recently received a New Product Opportunity Description outlining a potential low cost replacement for BT-284-D. This product development results from our work on High Solids Enamels and has been carried through the preliminary laboratory development stage. End-use evaluation indicates the experimental is 20% stronger than BT-284-D and shows substantial rheological advantages vs. standard. Preliminary economics indicate a potential manufacturing cost savings of \$1/lb., worth ~\$150M by 1985 if all BT-284-D could be manufactured by this process. More definitive end-use tests underway at Chestnut Run will determine if BT-284-D could be replaced.

We need to decide whether or not we want to pursue development of this product and technology and what priority we place on the program if we do go ahead. Your comments are requested.


→ P. A. Wriede

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