

E. I. DU PONT DE NEMOURS & CO.

Pigments Department

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PIGMENTS
WILMINGTON

Y-662-D

In our telephone conversations today you advised that IPI was on the verge of adopting a new Imperial Medium Yellow, X-2904, in place of our Y-662-D. This represents a potential loss of 400,000 lbs/year of business. IPI reports that the competitive is equal to Y-469-D in light stability and satisfactory in reactivity in Vaposet. We immediately plan to start study on developing a counteroffering. To aid, we need the following help from Sales:

1. A sample of the competitive. Eventually we may need up to 10 lbs. We must find out if the competitive is truly equal to Y-469-D in light stability and fully equal to Y-662-D in reactivity and in what vehicles. If it does combine all these properties, it is an outstanding product. If, however, they have obtained the better lightfastness at the expense of some of the reactivity properties, the problem of developing a match will not be so complicated. We also require a sample so that it can be analyzed for composition.

2. We would also appreciate Sales developing the information from IPI if this product shows good reactivity performance in other vehicles, such as K-6, as well as in Vaposet. If these products are now used only in Vaposet, the problem of developing a better lightfast product with good reactivity is considerably simplified.

3. We should also like to know if IPI considers the competitive to be equal to Y-662-D in reactivity or whether it is adequate but not as good as Y-662-D. If it is not quite as good in reactivity, it again represents a compromise in properties.

We will appreciate your obtaining this information and a sizable sample as soon as possible.

R. A. Hageman
R. A. HAGEMAN
TECHNICAL SUPERVISOR

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