Monsanto

FROM (NAME & LOCATION) E. C. Wilde - Akron

X-JHO Big - Some progress Jon

DATE November 10, 1977

SUBJECT PVAc Adhesives

REFERENCE

TO T. G. Iversen - B3NC

cc: R. U. DeSchutter - B3NA
W. T. Vreeland - B3NC
A. H. Bell - Akron
D. L. Gass - Akron
D. E. Randall - Akron
C. M. Rector - Chicago

Sorry for the delay in answering your memo of September 12 on PVAc adhesives. We've been busy.

Taking them in order .....

I. Stein Hall - Many locations, but, as I understand it, all approvals must come from Celanese in Louisville. We have bombarded them with a sales blitz but keep getting turned off. As I see it, we haven't found the key yet. Art Bell will be targeting Celanese as a major potential. Sundberg reports that we have nothing substantial at this time to get them to change hundreds of established formulations. R&D just won't move for fear of upsetting a going and essentially trouble-free operation. They suggest we keep working with them so they can put S-160 in new formulations as they develop them.

We did have a glimmer of hope from the West Coast when their Newark Plant asked for an alternate to 9-88. Mike Card acknowledged he would handle it. Have heard nothing more.

I agree we need more deeper thinking on this one. Like, do we have any top management relationships with Celanese or Stein Hall? Can we prepare a real showpiece presentation on our abilities to serve Celanese - our technical information - how - where - why we make S-160? What contributions does Monsanto make to their industry or company?

Again, this will be a major challenge for Art in 1978. Need to involve Vreeland.

II. Franklin Glue - Use only S-160. Buy through Amsco Cincinnati.

III. Imperial Adhesives - Target account with Bell and Amsco. They use 8-9M pounds per month and growing. Intend to use Vreeland to help prepare a program which probably will be the same one we will use at Celanese.

DSW 587171

IV. LePage's - Don't know. Asking Randall to find out and report.

V. Evans - Buy 100% S-160.

VI. Barker Chemical - Vreeland called here but I can't locate his call report. Believe it is just a warehouse for product shipped in from Chicago.

VII. Pierce & Stevens - Supplied by Buffalo Solvents. Purchased 16M pounds through September, 1977.

VIII. Peter Cooper (Gowanda, N.Y.) - Headquarters location. They are a potential. Rector working with a use location. Need to get the using location to make a request of Gowanda, N.Y. labs to use S-160. Rector and Randall working on it.

IX. Gulf Chemical - No information. We must make call to find out what they do.

X. Borden - Coordinating between Bainbridge, N.Y.; Brooklyn, N.Y.; and Louisville, Ky. It is difficult because of their total secrecy in the area of Elmer's Glue.

XI. Mortell - The technical center is being moved to Detroit. Don Gass has established a firm foothold already with the T.D. Right now they are working on sealants. The PVAc program will be discussed and put into motion when they get their move completed.

XII. Standard Dry Wall - Don't know about them. Asking Art Bell to investigate and report.

On the Chicago area accounts, I can't respond at this time. Perhaps Bechtold and Rector have done so already. If not, by copy of this memo, I'm asking Cle to send you a report on those accounts.

Gene Wilde

ECW:cm

DSW 587172