

WRG 002232

105 (B)

Phenix Box #1

Inter-office Correspondence
Advertising, Scripts & Speeches
Legal



1970

Adv. Memoranda

Slide prod.

Productions:

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"MONO-KOTE FIREPROOFING"
(MK 125)

A Sound-Slide Program
1970

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#1 BLANK
#2 FLAMES

SFX: GROWING MONTAGE OF FIRE ENGINE
SIRENS UNDER:

#3 FLAMES
"12,000 DEATHS"

NARRATOR: This year, more than 12,000
people will lose their lives in fires.

#4 FLAMES
"2 BILLION DOLLARS"

And this year, over 2 billion dollars in
property will be destroyed by fire.

#5 SUPERSTRUCTURE OF
CONCRETE & STEEL
BUILDING

Today, many people believe that buildings
made of concrete and steel are fireproof
and therefore immune to damage or destruc-
tion by fire. But such is not the case ---

#6 FIRE RAVAGED BUILDING
#7 DEBRIS OF ABOVE
#8 FIRE RAVAGED BUILDING
#9 TWISTED STEEL
#10 CONCRETE & STEEL
BUILDING UNDER
CONSTRUCTION

MUSICAL EFFECTS UNDER SEQUENCE

Today, both structural steel and concrete
must be protected from fire. Neither steel
nor concrete will burn, but both can be
weakened by the ravages of fire. For
example, when the temperature from a fire
reaches 900 degrees, the structural strength

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of steel begins to disappear rapidly.

#11 ANOTHER CONSTRUCTION
SHOT

The problem - how to protect structural steel and concrete efficiently and economically from the ravaging effects of fire. The answer - MONO-KOTE.

#12 "CONSTRUCTION PRODUCTS
DIVISION W. R. GRACE
& CO. PRESENTS"

MUSIC: UP & UNDER TITLES

#13 "ZONOLITE MONO-KOTE"

#14 AERIAL VIEW
MERCANTILE BANK
BUILDING

NARRATOR: The time - the early days of World War Two. The place - Dallas, Texas. The building - the Mercantile National Bank. America was at war then - and there was a serious shortage of steel.

#15 CLOSER VIEW OF
BANK BUILDING

By redesigning the bank building in favor of lightweight vermiculite plaster, 1,300 tons of structural steel was saved in addition to a cost saving of \$230,000 in steel alone. A new ear in lightweight fire protection had begun.

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#16 BAGS OF MONO-KOTE

Now, nearly 30 years later, Zonolite Mono-Kote is a familiar product for fire protection within the construction industry.

#17 MONO-KOTE BEING
POURED INTO MIXER

Mono-Kote, as opposed to sprayed-fiber products, is a cementitious material which means it sets hard, similar to concrete.

#18 MONO-KOTE BEING
CHURNED WITH WATER

Mono-Kote is mill-mixed and requires only the addition of water at the job site.

#19 LABEL ON MONO-KOTE
BAG

Each bag contains the Underwriter's Label with its assurance that the Mono-Kote inside was mixed according to published test standards.

#20 PLASTERING PUMP
AT JOB SITE

Unlike other fireproofing materials, Mono-Kote does not require any special equipment for application. It is applied through an ordinary plastering pump. Only the size of the pump will vary depending on the size of the job.

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#21 HOSE CARRYING
MONO-KOTE

Mono-Kote can be pumped through hoses for small jobs where the pumping machinery is near where the fireproofing material is actually being applied.

#22 PIPE THROUGH
BUILDING

Where Mono-Kote must be pumped long distances...or where it is to be pumped upward as high as 50 or 60 stories - it is best to connect pipe to the pump

#23 HOSE & NOZZLE

and attach a hose and nozzle to the pipe where the Mono-Kote is to be applied.

#24 PIPE LEADING
FROM PUMP

The pumping of Zonolite Mono-Kote upward from ground level speeds up the overall fireproofing application. With Mono-Kote, there is no hoisting of equipment or material. Floors are kept clear of stock-piled materials. The result - the fireproofing contractor is able to speed up his operation.

#25 WATER BEING FED
INTO MIXER

Since the actual pumping and application of Mono-Kote is impossible unless it has been properly mixed with the right amount of water...

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#26 MONO-KOTE
BEING SPRAYED

The correct in-place dry density is always assured. Unlike sprayed fiber, the density of which can be controlled at the nozzle by the applicator -- the density of Mono-Kote coming out of the nozzle is always consistent.

#27 MONO-KOTE
FINISHED SURFACE

What's more - because Mono-Kote's density is less than 2 pounds per board foot - it adds little weight to the overall structure. It presents a hard, durable monolithic surface in contrast to more spongy sprayed fiber materials.

#28 CLOSE-UP
MONO-KOTE SURFACE

It dries without fissuring and has a surface indentation resistance of more than 400 pounds per square inch.

#29 SURFACE OF MONO-KOTE
SUPER: "ZONOLITE
MONO-KOTE"

Zonolite Mono-Kote...the most advanced, quality controlled method of fireproofing protection available to the building industry. But what about Mono-Kote's performance in fire tests?

#30 FLAMES

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#31 UL & ASTM BOOKS

In all, more than 75 fire tests of various systems have been performed at the Underwriters' Laboratories...the Bureau of Standards and other laboratories according to specifications of ASTM under load criteria as well as on a time-temperature basis.

#32 ARTWORK: STEEL BEAM
CROSS-SECTION WITH
1/2 INCH COATING OF M-K,
SUPER: "UNDER LOAD:
1/2 INCH MONO-KOTE=4 HOURS"

For example, 1/2 inch of Mono-Kote under load provides a steel beam with a 4-hour fire rating.

#33 ARTWORK: STEEL BEAM
CROSS-SECTION WITH 2
INCH COATING OF M-K,
SUPER: "TIME-TEMPERATURE
(1000°F/1200°F) 2 INCHES
OF MONO-KOTE = 4 HOURS"

On a time-temperature basis, two inches of Mono-Kote on steel beams has been granted a 4 hour fire rating.

#34 ARTWORK: 1 1/2 INCH DECK
WITH 2 1/2 INCH CONCRETE
FILL & 3/8 INCH THICK M-K
FOLLOWING CONTOUR,
SUPER: "3/8 INCH OF
MONO-KOTE = 2 HOURS"

For a 1 1/2 inch deck with 2 1/2 inches of concrete fill, an application of only 3/8 of an inch of Mono-Kote provides a fire resistance rating of 2 hours.

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#35 ARTWORK: PAN JOIST
SUPER: "7/8 INCH
MONO-KOTE = 2 HOURS

On a pan joist, with a 2 1/2 inch concrete slab - a 7/8 inch coating of Mono-Kote under the slab will assure a rating of 2 hours.

#36 ARTWORK: COLUMN
SURROUNDED BY M-K,
SUPER: "2 1/2 INCHES OF
MONO-KOTE = UP TO 4
HOURS"

With the application of up to 2 1/2 inches of Mono-Kote, steel columns can have a fire resistance rating of up to 4 hours.

#37 TEST PERFORMANCE
DATA SHEETS

Highest fire resistance ratings have been given to Mono-Kote for the protection of beams, joists, floors, columns and ceilings. And the results of all fire tests on Mono-Kote by Underwriters' Laboratories are readily available.

#38 ARTWORK: MAP OF
U.S. & CANADA

Today, Zonolite Mono-Kote is the proven leader in the fire protection of thousands of buildings across the United States and Canada.

#39 MONO-KOTE BEING
APPLIED TO DECK SYSTEM

Mono-Kote...for maximum fire protection of composite or non-composite deck systems...

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#40 MONO-KOTE ON
PAN JOIST SYSTEM

pan joists...

#41 MONO-KOTE APPLIED
TO BEAM

beams...

#42 MONO-KOTE ON COLUMN

and columns.

#43 MONO-KOTE LABEL
ON BAG

Zonolite Mono-Kote...for the finest in
fire protection.

SERIES OF BUILDINGS:

MUSIC: UP & UNDER FOLLOWING

#44

NARRATIVE INSERTS:

#45

VOICE #1: We gave some consideration
to sprayed mineral fiber for fireproofing.

#46

But we chose Mono-Kote because we knew
we could rely on its density being accurate.

#47

VOICE #2: Mono-Kote is much more
economical. We spent less time in the
entire fireproofing operation. We used less
space and machinery at the job site.
Believe me, I've used other fireproofing
methods. Mono-Kote is much more

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#48

economical all along the line.

#49

VOICE #3: Because of the unusual spandrel details on our new office building, we decided on the exterior application of fire-rated board in conjunction with Zonolite Mono-Kote.

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VOICE #4: Our company is increasingly sensitive to air pollution. If we had used sprayed mineral fibers, there's no telling how much air pollution we would have created. Of course, that's only one of the reasons why we went with Mono-Kote.

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VOICE #5: In the final analysis, if you carefully add up all the advantages, you reach the conclusion we did that Zonolite Mono-Kote backed up by W. R. Grace &

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#55 "ZONOLITE MONO-KOTE"

Company is the best fireproofing method available. I suppose the next thing W. R. Grace will be showing us is a new fiber-free Mono-Kote without any asbestos whatsoever.

#56 "PRESENTED BY
CONSTRUCTION PRODUCTS
DIVISION W. R. GRACE & CO."

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