

K. Hestz

Wilmington, Delaware 19898
September 13, 1966

Date: SEP 19 1966

K. F. BROWNING)
F. H. BEADLES)--IN TURN

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MARSHALL DEVELOPMENT LABORATORY SUPPLEMENTARY RELEASE LETTER #2051-A

NEW COLORS FOR TRADE SALES IN FLOW KOTE® WALL PAINT AND DUCO®
GLOSS ENAMEL QUALITIES

PROPOSAL:

SEP 26 1966

This letter concerns four new colors for the Duco® Gloss Line. Our 1966 Marketing plans prompted us to file the original release letter, written in October 1965, without action. Approval for national sale of the four new colors is now requested. These are:

<u>Sales Code</u>	<u>Color Name</u>	<u>Formula Code</u>
363	Holland Yellow	80-354
364	Peacock	80-355
365	Bronze Green	80-357
366	New Orleans White	80-356

A favorable technical opinion has been made by the laboratory.

COMMERCIAL ASPECTS:

The adoption of these four new colors is part of an overall program to revitalize the Duco® Gloss line. These include:

1. Shortening the line to twelve colors.
2. Including Wrought Iron Black, a semi-gloss, as one of the twelve colors.
3. Introduction of an Emulsion Primer 830-5011, for use with this line (RL-2052-A).
4. A special rack program (proposal 7/28/66).
5. Two package changes (Package Change Request 7/28/66):
 - a. Color spot on lids of pint and quart cans.
 - b. Introduction of half-quart can replacing the traditional pint.

6. Completion of low lead reformulation (RL-1850-C).

Our forecast for sales in 1967 is 237 M gallons. An exact breakdown by product and by region has already been given to production.

The following table lists the proposed Duco® Gloss line:

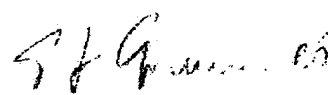
<u>SALES CODE</u>	<u>NAME</u>	<u>FORMULA CODE</u>	<u>REFERENCE</u>
330	White	80-95	Present Formula
366	New Orleans White	80-356	RL-2051-A
331	Light Ivory	80-50	Present Formula
363	Holland Yellow	80-354	RL-2051-A
365	Bronze Green	80-357	"
364	Peacock	80-355	"
336	Hunter Green	80-336	RL-1850-C
342	Admiralty Blue	80-57	Present Formula
347	Chinese Red	80-347	RL-1850-C
349	Gloss Black	80-349	Present Formula
71	Wrought Iron Black	60-84	" "

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Your approval of the four new colors and the revised line is requested.


T. G. BROWN

Approved By:


P. J. GRUNWALD

APPROVED

APPROVED:

SEP 15 1966

DATE:

K. E. B.

TGB:dlo