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Bestwall - Certain-teed Sales Corporation

FOR Paoli Laboratory DATE December 26, 1956 FROM General Sales OFFICE

ATTENTION OF Mr. J. R. Watt SUBJECT LOW-COST ACOUSTICAL PLASTER

ANSWERING YOURS December 17 to Mr. Berzelius DICTATED BY C. E. ABBEY:EDH

CC: Mr. Malcolm Meyer - Ardmore
Mr. C. E. Berzelius - Ardmore
Mr. C. K. Hobson - Ardmore
Mr. P. E. Fisher - Ardmore
Mr. J. R. Johnston - Ardmore

JS
You may have over-looked one point in all of this discussion about a low-cost acoustical plaster which I made early in my request for such a material. There is a lot of low-cost acoustical plaster used in areas where the only thing needed is a noise reduction factor. It was my feeling that with the knowledge you have gained from competitive materials it would be a simple matter to duplicate one of the formulations using Perlite Bentonite Asbestos Fibers and one or two other minor items and come very close to some of the competitive materials. I felt you had come so close that it would take nearly a few minor tests out at the Laboratory at Paoli to determine that you fell within the noise reduction factors claimed by competitors and we could get started with that type of material. As you know competition have on the market both a buff, tan, gray or off color material and than a white material where they want a white finish.

M
In this regard I believe you can also duplicate competition sufficiently without running tests on the first stages so that we can put our material on the market.

For the ultimate goal I agree you are going to have to get many of these outside tests but I do not think that the time required to get full scale or official light reflection tests, noise reduction factor tests and possibly one fire test should be a detriment to getting the material on the market quickly.

Detiment

I would appreciate your comments after you have given some thought along the lines indicated.

Would they want to sell a product if we could not have a noise reduction factor? Would they be willing to accept losses on N.F.C. developed in our

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DEC 27 1956

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