

FUNCTIONAL FLUIDS

THERMINOL

PYDRAUL

SANTOVAC

Sales Information Bulletin No. 76

DATE: March 23, 1972

SUBJECT: Biphenyls/Terphenyls/Quaterphenyls

We need to maximize sales of products from our biphenyl/terphenyl/quaterphenyl plant to utilize capacity and to keep Askerel unit costs down. Monsanto has a unique position as the sole U. S. manufacturer of synthetic biphenyls and polyphenyls and we should make every effort to exploit this position to create new profits for our business group ... including selling to new end use markets.

To try to establish these new markets we are pinpointing specific responsibility as follows:

MARKETING - Cumming Paton

1. Dye carriers (biphenyl and emulsifiable biphenyl).
2. Heat transfer fluids.
3. Chlorinated intermediates.
4. Citrus wrap.

DEVELOPMENT - Dick Davis

All other products and markets including:

1. New derivatives and new markets for biphenyls and polyphenyls.
2. Plasticizer Aroclor replacements (working with the Plasticizer Business Group).

Will you please direct all your questions and inquiries to us according to the responsibilities outlined above. Thank you.

Cumming Paton and

DSW 183187

Richard Davis

/ds

Monsanto

STLCOPCB4051078