Monsanto

FROM (NAME—LOCATION—PHONE) C. N. Keeney - Galt Labs - 1730

DATE : November 6, 1978

SUBJECT : ADHESIVES AND SEALANTS COUNCIL SEMINAR, 10/23-25

REFERENCE :

TO : N. W. Touchette

cc. R. U. DeSchutter - B3NA
M. W. Farrar - R2E
~~T. G. Iversen~~ - B3NC
E. L. Kaiser - B3NA
M. L. Losee - B3ND
P. W. May
A. W. Morgan
J. H. Orem
C. Paton - B3NA
W. T. Vreeland - B3NC
E. C. Wilde - 1010
C. M. Rector - 1180

Approximately 350 people were registered for this seminar. The seminar sessions were well attended by approximately 300 participants. One of the outstanding observations to be made about the meeting was what appeared to be a hunger on the part of attendees for new products. After the author's paper was presented, several people wanted to know if the alkylated aromatic (AA) was available for evaluation in their labs. They were, of course, told it would not be immediately available. When asked what the major interest was in evaluating AA it was stated that enhanced bonding and more efficient viscosity build would be of prime importance.

In discussions with several people from DAP, H. B. Fuller, Union Carbide and Monsanto MP&R, it was stated that a significant market exists for a plasticizer/tackifier/bond improver package. When asked about volumes to be anticipated for such a package, no hard numbers were offered outside of the estimate that volumes could be significant. As far as pricing goes, everyone wants to have a package which would be priced at current plasticizer levels with possibly 5 to 10% value added. Everyone spoken to was very anxious to have the opportunity to evaluate any new plasticizers that show promise in the adhesives area.

This was a very excellent meeting for customer contact and technical information input. A representative from the Plasticizers Division should attend these raw materials seminars regularly. Attached is a list of advance registrations for your information.

C. N. Keeney

CNK/gls
attach.

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