Monsanto

FROM (NAME—LOCATION—PHONE) J. H. Craddock - B3NA (4-4764)

DATE : June 23, 1983

CC.

SUBJECT : Weekly Highlights - PCBs

REFERENCE :

TO : W. B. Papageorge

Dow Corning published a new ad in trade journals for their PCB transformer retrofill services which completely removes all our objections to their original marketing campaigns. The original ad program employed scare tactics and disparaging implications of health and environmental effects for PCB per se, and a line of products, including Therminol® and Pydraul®, which were erroneously listed as being PCB formulations. Agreement to revise the ad program was reached amiably with Dow Corning corporate environmental officials and attorneys who "persuaded" the marketing department to revise the program.

EPA is developing another new PCB rule to allow use authorization of contaminated equipment other than electrical apparatus, especially heat transfer and hydraulic systems when the current across-the-board 50 ppm regulatory cut-off expires, probably July 1984. Through an oversite, no provision was made for a use authorization for low levels of PCB in any but electrical equipment. Monsanto was asked by EPA for input to define a rule to "hopefully benefit the maximum number of such systems but especially small businesses."

JHC

J. H. Craddock

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