

R.A. Moore

INTER-OFFICE LETTER

FROM Cleveland MAY 1 1974 OFFICE Employee Communication DEPT

TO Cleveland

OFFICE

DATE 5/1/74

MR R.A. Moore

SUBJECT Attached Viewpoint Article

REFER TO LETTER OF

DICTATED BY

Mr. Moore--

Attached is the May Viewpoint article on the company's research and technical activities. Much of the information we discussed had to be condensed in order to meet our limited space requirements.

Please read over the article and make whatever comments or corrections you feel are appropriate to the part on Coatings Research Activities. We will need the corrected copy back as soon as possible, as we would like to send all our copy to the printer next week. Should you wish to discuss the article before you return it, please call me.

Thank you for your help in preparing this article and I'll look forward to hearing from you soon.

Jean Tramba
Jean Tramba, Staff Assistant
Employee Communication Dept.

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Final Draft

May Viewpoint
R and D Activities

Over the years it has always been the Coatings Group's philosophy to establish development and customer service laboratory facilities as close to the customer as possible. Now there is a laboratory at all coatings manufacturing points.

The continually increased sophistication of the technology and the high cost of tools used in research and development has gradually tended to concentrate the basic development of products in Chicago and Cleveland. This permits more efficient management and the prevention of research duplication. With emphasis placed on S-M as a marketing company rather than a manufacturing one, the Coatings technical staffs have been recently reorganized to better respond to market needs.

According to Dick Moore, Director of Laboratories for the Coatings Group, there is now more of a tendency to develop the products which Marketing's product managers suggest. "While we also do independent research," Moore says, we're listening to product managers more and developing products for which there is a genuine market need."

What has that response produced? Some major research advances in the last couple of years. To list a few in the coatings area alone:

Powder Coatings: Made of 100% solid materials using no solvent or water vehicles. The environmental impact of these coatings will only increase in importance. Since the solid coating is applied to the surface using an electrical charge, there is no damage to the environment from pollutants resulting from the coating process.

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Polane: High performance coatings requiring no energy to cure or set. It's high gloss surface provides an excellent coating for resistance and durability.

The development of an all-latex exterior paint system with excellent gloss and color retention.

Major improvements in the mildew resistance of A-100 Exterior Latex House Paint and Solid Color Stains.

Wood stains which are solvent-based but water-rinseable.

The development of water-soluble coatings (now in the chemical coatings area but with potential for consumer use.)

Of great interest is the virtual elimination of lead in the majority of our paints to meet or exceed government standards. This effort was completed within the last year.

The future? It looks bright. According to Moore, coatings research activities will continue to explore the development of products to meet environmental standards and conserve energy in their production and application. The principles and techniques used to produce Polane (no external energy to cure), water-reducible and high-solid paints (little pollution in the coating process) will be further refined and improved. Coatings research will be exploring products which would cure using Ultraviolet light or electron-beam curing methods, solvent-less coatings, and the greater use of raw materials from agriculture (e.g. epoxidized soybean oil) to minimize the dependence on petroleum-based raw materials.