DIELECTRIC FLUIDS

BUSINESS GROUP SEMI-ANNUAL REVIEW
MARKETING - RESEARCH - ADVERTISING

ROOM B-303

TUESDAY, JUNE 10, 1969

9:00 A. M.

P. G. BENIGNUS
H. S. BERGEN
J. G. BRYANT
R. DAVIS
J. R. FALLON
N. T. JOHNSON
A. J. KOENIG
R. M. KOUNTZ
W. A. KUHN
F. H. LANGENFELD
DR. R. H. MUNCH
D. A. OLSON
D. R. POGUE
DR. W. R. RICHARD
K. L. SCHLEGEL

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DIELECTRIC FLUIDS

Time

A. MARKETING - P. G. Benignus 9:00 - 10:30

I. The World-Wide Sales Picture:

a) Capacitor Aroclor Sales
b) Transformer Askarel Sales
c) Selected World Markets to be Pursued by Monsanto U.S.A. and by Monsanto ME, Illustrating our Strong Market Areas
d) Domestic and Export Sales by the World-Wide Manufacturers
e) Monsanto Europe's Competitive Market Posture
f) Monsanto's Dielectric Fluid Sales in Europe, Canada and Latin America, First Four Months of 1969 vs. Budget
g) Monsanto U.S.A. Domestic and Export Sales of Transformer Askarel and Capacitor Aroclor Actual 1966-1968 and Forecast Through 1973.
h) Historical U.S.A. Domestic Transformer Askarel and Capacitor Aroclor Consumption 1955 through 1963
i) General Business Cycles and the U.S.A. Economy vs. Askarel Sales

II. Analysis of the U.S.A. Capacitor Aroclor Business:

a) By End Use
b) By the Capacitor Manufacturers
c) The Impact on our Sales
d) 1968 vs. 1969 Domestic U.S.A. Capacitor Aroclor Sales Through April
e) 1968-1969 Aroclor for Power Capacitors - Indicating the Degree of Conversion to Plastic Film by the Various Manufacturers and the Impact on our Sales

III. Analysis of the U.S.A. Transformer Askarel Business:

a) 1968 vs. 1969 Domestic Transformer Askarel Sales Through the First Four Months
b) A Market Survey Approach to Establish the Popularity of Askarel Transformers and Indicate the Fluid Demand.

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c) Actual Sales 1966 to date vs. Forecasts by Westinghouse, G.E., and Monsanto Through 1973.

1) Lack of Short Term Conformance of Transformer Askarel KVA with Total New Transformer KVA Installation is Shown
2) Reasonable Long Term Conformance is Indicated
3) The Basis Used by Westinghouse and G.E. for Forecasting Askarel Demands are Illustrated

d) U.S.A. Transformer Askarel and Capacitor Aroclor Sales 1968 are Compared Against the 1969 Budget and our Forecast of What we Expect to Sell

B. MONSANTO PRESENT EFFORT TO RESURVEY THE TRANSFORMER ASKAREL MARKET - - - - -D. R. Pogue 10:30 - 10:45

C. PROGRAM BREAK 10:45 - 11:00

D. PRODUCT QUALITY IMPROVEMENTS - J. G. Bryant 11:00 - 11:30

1) Thermal-Chemical Stability
2) Electrical Properties
3) Market Impact of Pyranol-2
4) Possible Market for OS-59 Capacitor Fluid to Replace Silicone Oil
5) Commercial Reactions to MCS 717 and 762 Low-Temp. "Aroclor 1242"
6) Market Impact Resulting From Switch to Aroclor 1242 for Transformers

LUNCH 11:30

E. RESEARCH - Dr. R. H. Munch 1:00 - 2:00

1) Study of Flammability and Explosiveness of ARC-Formed Gas From Aroclor 1242 vs. More Highly Chlorinated Askarels
2) Improved Laboratory Techniques For Determining Power Factor and Resistivity

3) Capacitor Fluids

a) Surfactants
b) Effect of Fluid on Polypropylene (Compatibility)
c) Higher DK Fluids to Achieve Uniform Voltage Distributions

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d) HCL Scavengers
e) Transformer Insulation

F. NEED TO PROPERLY DISPOSE OF SCRAP ASKAREL 2:00 - 2:20
- Dr. W. R. Richard

1) The Biological Problem
2) Scrap Aroclor Disposal at Findett
3) Dumping at Sea
4) Incineration

G. TRANSFORMER ASKAREL ADVERTISING - K. L. Schlegel 2:20 - 2:45

P. G. Benignus
6/5/69

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