

Manufacturing Chemists' Association, Inc.

(FOUNDED 1872)

1825 Connecticut Avenue, N. W.
WASHINGTON 9, D. C.

MINUTES OF MEETING - PLASTICS COMMITTEE
Oyster Harbors Club, Osterville, Massachusetts
September 7, 1962

PRESENT:

Walter H. Salzenberg, E. I. du Pont de Nemours & Co., Inc.
Henry Avery, Pittsburgh Chemical Company
J. T. Castles, General Electric Company
H. R. Dinges, Spencer Chemical Company
John R. Eck, Monsanto Chemical Company
D. S. Frederick, Rohm & Haas Company
Donald M. Joseph, CIBA Products Company
T. J. Kinsella, Allied Chemical Corporation
A. R. Marusi, The Borden Chemical Company
H. W. Mason, Jr., Reichhold Chemicals, Inc.
D. C. Williams, Eastman Chemical Products, Inc.
Emery N. Cleaves, Celanese Corporation of America
W. Demarest, MCA
F. H. Carman, MCA - Committee Secretary

Plastics In Building

(a) Report on Smoke Project

Mr. Demarest reported that the Advisory Committee on U/L projects had met on Friday, August 31, with U/L representatives at Northbrook, Illinois, and had successfully firmed up plans for the proposed project on obscuration by smoke from burning building materials, including plastics. The smoke is to be generated by U/L's tunnel furnace. There had been some doubts as to whether U/L would be amenable to having its standard Tunnel Test conditions varied so as to study factors influencing smoke emission; however, with the positive concurrence of U/L Vice President Manning, a clear understanding was arrived at that this could be a phase of the project to follow the study of obscuration of exit signs by smoke from various building materials as burned in the standard Tunnel Test. U/L believed that it could complete construction and instrumentation of the special facility needed within six weeks after formal authorization of the project and might have a significant range of results from the standard Tunnel Test within another couple of months.

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This is important, Mr. Demarest said, in view of the pressure being brought upon the plastics industry by San Francisco code authorities to hasten the study of the visual effects of smoke from burning finish materials. Earlier that week on September 4, the San Francisco building inspector had unsuccessfully urged the Board of Examiners to withdraw the current temporary approval of PVC luminous ceiling panels granted on April 17. Since the Board expects to receive reports of progress in the industry's smoke investigation quarterly, October 17 is the next date to have in mind insofar as San Francisco is concerned.

Prior to the September 4 hearing in San Francisco, F. X. Ambrose, Chairman of the SPI Code Committee, had asked for a detailed outline of the smoke project even though he, as well as the building officials, had been kept fully advised. In lieu of additional information, he asked Mr. Demarest to appear at the hearing. It is the policy that the SPI represent the industry in such code matters, and with concurrence of the West Coast consultant, Mr. Demarest did not appear for MCA in that hearing.

(b) Survey re Product Standards

On August 28, Chairman W. H. Salzenberg had addressed a letter to Committee members and, following opening remarks as to background, he asked for a general discussion. There were many comments regarding the need for a survey, the question as to better definition of the problem, and whether or not outside consultants or organizations are capable of making such a survey. The activities of the NAHB in the plumbing fixture field and the possible expansion of their standards and labeling program to other products were also mentioned.

In conversation with Mr. Cruse subsequent to the SPI meeting on plumbing fixture standards (July 14), Mr. Demarest had learned that the initiative now rests with Mr. Johnson (of NAHB) to move the proposal forward by again contacting companies requested to pledge financial support. It was believed that less than one-third of the total funds originally requested for the first year's activities had been pledged to date. There was a suggestion that it might be desirable to have Mr. Johnson attend the next meeting of this Committee, but no final decision was reached on this point.

The Chairman reported Mr. Humes had received proposals for a survey from Booz Allen & Hamilton, Inc., and Payne Bruce & Associates, Inc.; it was then proposed that Mr. Goggin be asked to obtain a like proposal from Mr. William Gillette (as mentioned in August 28 letter) and these three are to be sent to the Plastics Committee. Members are to be asked for indication as to whether or not they favor an outside study of this nature and, if so, their first and second choices of the three proposals; also, that they indicate anybody else they believe capable of making such a survey. This is to be handled by mail if time permits before the October 2 meeting of the Committee.

Appliance Project

(a) The U/L Appliance Project

A voluminous report on test results obtained under this project is being studied by MCA's Steering Committee. Although U/L fact-finding reports ordinarily terminate with only a brief summary, U/L proposes to work up a ".....Conclusion Section in the final report to provide a basis for determining the suitability of tested materials, and to serve as a guide which can be used uniformly in dealing with plastics encountered in electrical appliances." This could, Mr. Demarest believed, prove to be of real value in guiding appliance manufacturers as customers of the plastics industry -- both in product design and in their negotiations with U/L. Suggestions from the MCA Advisory Committee have been solicited by U/L and the somewhat novel idea will surely be discussed at the next meeting of this Committee with U/L representatives to be held late in September or early in October.

Plastic Containers - Flammable Liquids

The California State Fire Marshal had addressed the National Fire Protection Association re his concern on use of certain plastic containers for flammable solvents and gasoline. The NFPA in turn had suggested that it would be fitting for MCA to make a study of this subject. The SPI, in a press release, had indicated work was under way to develop standards for plastic jerry cans and was undertaking an educational program in connection with their proper use. Accordingly, it was agreed that no action seemed indicated on the part of MCA at this time.

Oyster Harbors Meetings

Many of the Committee commented favorably on the program held the day before and authorized the Secretary to express their appreciation to the Arrangements Committee for having set up an excellent meeting.

Members were advised that a meeting could be scheduled in 1963 on the Thursday and Friday of Labor Day week, or the same days during the second week in September. Following discussion, it was agreed that 1963 reservations should be made for the group to arrive on the evening of September 4 and depart the morning of September 7. Labor Day is somewhat later in 1964 and reservations have been made for the meeting to be held September 9 through 12.

As to the appropriate time for the meeting of the Committee, it was voted to have the next Oyster Harbors Plastics Committee meeting on Thursday rather than Friday morning.

5. Next Committee Meeting

The next meeting of the Plastics Committee is scheduled for October 2 at the Manhattan Club, 26th and Madison, New York City, beginning with lunch at 12:30 p.m.

The meeting adjourned at 9:45 a.m.

Respectfully submitted,

FH Carman
F. H. Carman
Committee Secretary

PHC: jr

P.S. Enclosed herewith is September 5, 1962 proposal from Booz, Allen & Hamilton, Inc. - Management Consultants

Proposals from Bruce Payne & Associates, Incorporated and Mr. William Gillette will be sent as soon as available.

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FROM: Booz · Allen & Hamilton, Inc.
Management Consultants
380 Madison Avenue
New York 17, New York

September 5, 1962

Mr. William B. Humes
President
Union Carbide Plastics Company
Division of Union Carbide Corporation
270 Park Avenue
New York 17, New York

Dear Mr. Humes:

As you know, Conrad Jones and I met yesterday with Dr. Eugene Barr to discuss the subject of possible chemical industry action to increase use of plastics in the building industry. From this discussion we developed a strong feeling that there is a job to be done. We informed Dr. Barr that we have had extensive experience in working with a number of industries in taking concerted competitive action and that we would welcome the opportunity to provide similar assistance to Union Carbide and other plastics producers. This letter is our proposal for working with Union Carbide and other major plastics producers in determining what, if any, concerted action should be taken to improve use of plastics in building.

THE PROBLEM

We understand that the use of plastics in building has developed rapidly over the last two decades and that today some 1.5 billion pounds of plastics are consumed annually in industrial, commercial and residential construction. This achievement occurred despite many obstacles and setbacks and is regarded as an indication of substantially larger opportunities ahead. It occurred without benefit of product standards and quality controls that exist for competing materials and without concerted product or market development of any kind such as has occurred in other industries.

Union Carbide and some other major plastics manufacturers would like to explore the alternative approaches that might be employed by the plastics industry to accelerate the acceptance of plastics by the building industry. It is presently contemplated that objective outside assistance might be employed beneficially to study the entire problem and recommend a specific program. You have in mind a two phase study.

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Mr. William B. Humes
September 5, 1962
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- (1) A relatively quick survey to outline objectives and scope of the program and to evaluate costs of the undertaking and potential benefits.
- (2) A detailed analysis leading to specific recommendations for an effective program.

OUR PROPOSED APPROACH

This letter is addressed solely to the handling of phase one of the study. To undertake this phase we would set up a team consisting of one of our consultants working full time under the part time supervision of a senior associate and under my general guidance. The consultant and associate would have had prior experience in industry development and association work.

In conducting the assignment we would hold conferences with key people directly concerned in selected major plastics companies; and we would consult with architects, construction engineers, builders and with appropriate representatives of government and private organizations directly involved in establishing and administering building material standards and construction codes. We also would contact the existing plastics industry associations to learn of their activities within the area of the assignment.

From this background we would get a picture of opportunities for the plastics manufacturers through concerted market development action and the forms such action should take. You already have indicated that there is need for development of product standards and methods of testing and for establishment of a performance testing service and possibly compliance testing or policing. You have recognized the desirability of standardized labeling and identification of materials and for direct action toward securing appropriate modifications to building codes.

It may be that the plastics industry should engage in additional joint activities to secure increased use of plastics, as certain other industries have done, such as market development, promotion, communication, and even research.

At key points in the study we would meet with you and such other people as you would designate to report our progress and discuss conclusions and recommendations as they were developed. At the end of phase one we would submit a brief written report of our findings and recommendations.

ESTIMATED TIME AND COST

We estimate that the phase one assignment would take approximately 2 months to complete. We charge for our services on the basis of actual officer and staff time worked at standard per diem rates. Reimbursable expenses for travel, living away from base city, communication, report preparation and the like are additional. We estimate that our charges for phase one, including time and expense, would be approximately \$15,000. We submit invoices monthly as the work proceeds.

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Mr. William B. Humes
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As you know, Booz, Allen & Hamilton is the largest general management consulting firm in the country. We have had broad experience in the building materials manufacturing industry, with architectural firms and design engineers, and construction companies. We also have worked with a number of related regulatory bodies and materials testing companies. Equally important, we have had broad experience in the industry association field. We currently are well along in a program with the copper industry of the nature that you are contemplating. This covers all phases of product and market development.

Our past experience amply qualifies us to handle this assignment, and we look forward to the opportunity of working with you on it.

Very truly yours,

/s/ Alfred J. Gagnon
Vice President

BOOZ, ALLEN & HAMILTON, INC.

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