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TO: W. K. Rogers

DATE: April 29, 1971

FROM: P. R. Strand

SUBJECT: New York Fireproofing
Meeting - Press Conference

CC: D. G. Campbell

T. F. Egan

K. W. Harrison

B. R. Williams

PLAINTIFF'S
EXHIBIT
WRG-597a

In connection with the above mentioned Fireproofing Meeting, it has been our intention to invite selected press representatives to attend all or part of the meeting, and then be free to interview our personnel concerning Grace's position in fireproofing.

We have kept Grace/New York informed of this event and thought that they might want to take the lead on handling the press aspects of the meeting. However, they have suggested that it's more appropriate for us to initiate this activity from Cambridge.

It's our present intention to invite a group of publishers to the meeting, and to a brief press conference at the conclusion of the meeting, where they would have an opportunity to ask questions of our key personnel. We would like to suggest that Tom Egan represent us from a product point of view, and that Keith Harrison be available as a spokesman for Construction Products Division.

Because of the imminence of the meeting, we are anxious to extend our press invitations as soon as possible. Attached are the following items:

1. Proposed letter of invitation
2. Printed program and response card (We would allow the reply card to be returnable to my attention at the New York Zonolite office)
3. A list of publishers and editors who would be invited.

It would be our intention to have a press table at the meeting where we can distribute press kits to editors with the following items included:

1. Round-up story of the May 14 meeting contents
2. Story on the introduction of Mono-Kote IV to the New York market
3. Photo and biographic data of key individuals on the May 14 program

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Other items might be added to the press kit.

Will you or others receiving a copy of this memo please contact me at once about this proposal, so the mailing can be made as promptly as possible.

Philip R. Strand

PRS/lmf

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CONSTRUCTION PRODUCTS DIVISION

W. R. GRACE & CO., 62 WHITEMORE AVENUE, CAMBRIDGE, MASSACHUSETTS 02140 (617-876-1400)

Dear _____:

On May 14, 1971 the Construction Products Division of W. R. Grace & Co. will sponsor a program at The Plaza in New York City dealing with the subject, "New York and Spray Fireproofing". At the same time, we will announce a new asbestos-free fireproofing product for the New York market.

In attendance at the program will be representatives of the Mayor's Advisory Council; the Department of Buildings of the City of New York; the Air Resources Board; the Board of Standards and Appeals; the Port of New York Authority; many of the city's prominent architectural and engineering firms; plus others deeply involved in the safety and health aspects of fireproofing today's steel buildings.

A program is attached giving full details about this timely subject, which has been much in the news in New York and across the country.

We cordially invite you or a delegated representative to attend any portion or all of the program. Arrangements have been made for the press to ask questions of officials of W. R. Grace & Co. at 11:45 a.m. and during the luncheon period which follows. Appropriate press information will be distributed.

We hope you will be with us. A response card is enclosed.

Very truly yours,

Philip R. Strand
Director of Advertising
& Public Relations

PRS/lmf

Enclosure

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GRACE

PROGRAM

10:00 A.M. INTRODUCTION

JOHN C. OTTINGER

10:10 A.M. CRITERIA FOR FIRE ENDURANCE TEST

RUSSELL L. PARKS

10:45 A.M. COORDINATION OF FIRE & AIR SAFETY

THOMAS P. FEIT

10:55 A.M. PRODUCT, PERFORMANCE & APPLICATION

THOMAS F. EGAN

11:35 A.M. FIREPROOFING IN NEW YORK TODAY

JOHN C. OTTINGER

11:45 A.M. COCKTAILS AND LUNCHEON

PERSIAN ROOM

Mr. John C. Ottinger, W. R. Grace & Co. Architectural Research, Inc., Zepheron Building, New York City; President, New York Chapter, Fire Protection Association; Chairman, Construction Specifications Institute and Chairman of Building Committee, Association of Environmental Committee and Member of Fireproofing Committee.

Mr. Russell L. Parks, Associate Managing Engineer, Fire Protection Department, Underwriters' Laboratories, Inc., Northbrook, Illinois; Member, National Fire Protection Association, also NFPA's Building Construction Committee; ASTM Committee E-5 on Fire Testing of Building Construction and Materials; National Society of Professional Engineers and Registered Professional Engineer.

Mr. Thomas P. Feit, Manager, Technical Services, Construction Products Division, W. R. Grace & Co.; Member, National Fire Protection Association; ASTM Committees E-5 and E-6 on Fire Testing of Building Construction and Materials and on Tests of Building Construction; Industry Advisory Conference for Fire Resistance Test Methods and Materials of Underwriters' Laboratories, Inc.

Mr. Thomas F. Egan, Manager, Fireproofing Products, Construction Products Division, W. R. Grace & Co.; Registered Professional Engineer; Member, American Society for Testing and Materials; Chapter President, Producers' Council Construction Specifications Institute Chapter Committee, Sprayed Fireproofing.

Invitations have been extended to a

select list of those involved in

major decisions on fire safety

and clean air who are members of:

The Mayor's Advisory Council

Department of Buildings, City of New York

New York City Board of Standards and Appeals

Air Resources Board Members

Building Construction Trades Council

Building Trades Employers' Association

New York City Fire Department

Port of New York Authority

New York City Transit Authority

Leading Insurance Organizations

American Iron and Steel Institute

National Acclaimed Architectural and Engineering Firms

W. R. GRACE & CO.

GRACE

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CONSTRUCTION PRODUCTS DIVISION

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INVITATION LIST FOR NYC FIREPROOFING MEETING - 5/14/71

Mr. Arthur J. Fox, Jr., Editor
ENGINEERING NEWS-RECORD
330 W. 42nd St., New York, New York 10036

Mr. R. J. Stinson, Sr. Editor
ENGINEERING NEWS-RECORD
330 W. 42nd St., New York, New York 10036

Mr. Kneeland A. Godfrey, Jr., Editor
CIVIL ENGINEERING
345 E. 47th St., New York, New York 10017

Mr. Gene Delaire, Asst. Editor
CIVIL ENGINEERING
345 E. 47th St., New York, New York 10017

Mr. Forrest Wilson, Editor
PROGRESSIVE ARCHITECTURE
600 Summer St., Stamford, Conn. 06904

Mr. Burton Holmes, Executive Editor
PROGRESSIVE ARCHITECTURE
600 Summer St., Stamford, Conn. 06904

Mr. Walter F. Wagner, Jr., Editor
ARCHITECTURAL RECORD
330 W. 42nd St., New York, New York 10036

Mr. Thomas A. Garty, Editor
NEW YORK CONSTRUCTION NEWS
342 Madison Avenue, Rm. 939, New York, New York 10017

Mr. J. Anthony Vilar, Editor
BUILDING DESIGN & CONSTRUCTION
5 South Wabash Avenue, Chicago, Illinois 60603

Mr. Paul L. Knapp, Editor
BUILDINGS
427 Sixth Avenue, S.E., Cedar Rapids, Iowa 52406

Mr. Charles F. Clay, Editor
WALLS & CEILINGS
215 W. Harrison St., Seattle, Washington 98119

Mr. Roger A. Rensberger, Editor
THE CONSTRUCTION SPECIFIER
1717 Massachusetts Ave., N.W., Washington D.C. 20036

Mr. Peter Blau, Editor
ARCHITECTURAL RECORD
East 59th St., New York, New York 10022

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Miss Marguerite Villeco, Sr. Editor
ARCHITECTURAL FORUM
130 East 59th St., New York, New York 10022

Mr. J. J. Jaklitsch, Jr., Editor
MECHANICAL ENGINEERING
345 E. 47th St., New York, New York 10017

Mr. Robert E. Koehler, Editor
A.I.A. JOURNAL
1735 New York Ave., N.W., Washington D.C. 20006

Mr. James F. Casey, Editor
FIRE ENGINEERING
466 Lexington Ave., New York, New York 10017

Mr. Chester I. Babcock, Editor
FIRE JOURNAL
60 Batterymarch St., Boston, Mass. 02110

Mr. John Pluenneke
BUSINESS WEEK
330 W. 42nd St., New York, New York 10036

Mr. Thomas E. Mullaney, Bus. Ed.
THE NEW YORK TIMES
229 W. 43rd St., New York, New York 10036

Mr. Richard Stone
WALL STREET JOURNAL
30 Broad Street, New York, New York 10004



NEWS ABOUT CONSTRUCTION PRODUCTS DIVISION

W. R. GRACE & CO., 62 WHITTEMORE AVENUE, CAMBRIDGE, MASSACHUSETTS 02140-617 876-1400

02093588

FROM: Philip R. Strand

FOR IMMEDIATE RELEASE

PHONE: (617) 876-1400 ext. 486

ZONOLITE ANNOUNCES NEW ASBESTOS-FREE FIREPROOFING

Responding to a critical need, the Construction Products Division, W. R. Grace & Co. has introduced into the New York market a completely asbestos-free formulation of its cementitious fireproofing material, Zonolite Mono-Kote^R.

Named Mono-Kote IV, the new formula is a research breakthrough that provides architects and contractors with a solution to recent problems that have led to job stoppages in major cities. Medical authorities, building officials, and legislators have joined forces recently to seek an answer to the mounting evidence of health damage traceable to sprayed mineral fiber fireproofing.

The new formula has been given approval by the responsible agencies concerned with fireproofing in New York City.

"We are naturally pleased to be able to offer a product so much in step with today's needs," said Thomas F. Egan, manager, Zonolite fireproofing products. "The health and environmental aspects are overpowering, but there are two other properties of Mono-Kote IV that are of almost equal concern. "These are its cementitious nature and its uniform density."

Egan states, "In qualifying for fire-resistance ratings, a product is normally tested at a given density. On the job, however, it may be possible to coat beams, columns, doors, and the like with much lower density material, by improper nozzle settings during the

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spray application."

According to Egan, "The cementitious makeup of our new product means that it takes a set. You just can't vary the density--you get the same uniform density on the job that you had in the fire test."

PRS/lmf

4/28/71