Monsanto

FROM (NAME & LOCATION) M. L. LOSEE - General Offices - B3ND

Looks good to me! Nothing to add. Neil

DATE January 3, 1978

SUBJECT ADHESIVES

REFERENCE

TO R. U. DeSchutter
M. W. Farrar
~~N. W. Touchette~~

~~CNK~~ ~~CH~~ ~~SKO~~ comments?

J. A. Cooper
D. S. Shimamoto
C. Paton

not much to add; a visit to Phillips in Bartlesville to discuss hot melt may be worthwhile.

Attached is a summary I put together based on information gleaned from several market surveys of the adhesives area. Included are some recommendations and conclusions. Although not meant to be all inclusive, it represents a starting point in a search for new opportunities.

I would appreciate any feedback you or your people can provide regarding the validity of this survey. Are my perceptions concerning this market basically correct. What are the gaps with which I should be familiar? My initial feeling is that this is an area which probably does not hold much promise for a new family of products for our division -- is this a valid assumption? Please apprise me of any areas I have overlooked. Any and all comments will be welcome.

Finally, is this type of communication an effective way to exchange ideas. What other ways might we maximize our collective efforts toward development of new products.

Mike

M. L. LOSEE

bb

Attachment

DSW 587127

STLCOPCB4092462