

08615853

GRACE MEMO

PERSONAL & CONFIDENTIAL

to: T.J. Dawson
 from: W.J. Doyle
 location: Ajax
 cc: J.B. Lahey



date: September 1/82
 subject:
 L04 B/9 Concentrate
Westroc Industries

Re: Norm Bushell's memo of July 29, 1982 which you referred to me for action.
 Met August 31, 1982 with Dr. Peter Leeming, Manager of Development.

History: Over 2 years ago when our concentrate became suspect of Asbestos containment, the parent company in the U.K. sent an immediate directive to try and eliminate as much vermiculite in their ULC board as possible.

Action: Immediately the research department commenced work with ULC here in Toronto on a board to pass the test to obtain approval of ULC. \$25,000.00 later they have made a board which has passed verbally and will be receiving approval confirmation by October. The substitute was increasing their percentage of pure gypsum in their 5/8" firestop board. They failed 2-3 tests, but did pass the last test.

This information is very confidential and will not be released to their sales department. It will most certainly not be divulged to their competitors. ULC will also keep it confidential.

In our discussion, price also became an apparent reason for looking for substitutes.

I would recommend that we look to a lower margin in our future budgets. Back in the days of 70-75 we were quite happy to obtain 25% G/M on this product.

Sales by area to Westroc are:

	81	82
Ajax	\$38.6	33.8
Winnipeg	-	9.0
Calgary	58.5	32.7
Vancouver	42.6	19.0
	<u>139.7</u>	<u>94.5</u>

Therefore, these should be dropped from '83 budget.

This should be kept confidential.

A handwritten signature in dark ink, appearing to be "W.J. Doyle".

W.J. Doyle

WJD:mh
 Enc:

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