

cc: Mr. Suva
Mr. Wood
Mr. Kearney

MEMORANDUM



To Mr. Zilfi, RGA
From Mr. Jackson, BBH
Date 11/16/82
Subject

1983 BUSINESS PLAN

I have completed the 1983 Business Plan elements for the Roofing Group, Product Development Summary and Programs.

I went over this information with Frank Wood on November 12, 1982. Frank and I are in agreement that the attached summary sets forth the pl of this group for 1983.

JWJ/rp
Attach.

001193

**PRODUCT DEVELOPMENT
TECHNICAL SUPPORT PLAN**

<u>Item</u>	<u>Process Development</u>	<u>Product Development</u>	<u>Support Service</u>
SHINGLES	Conversion to sand backing. Improve handling characteristics of Norwood metric shingle.	Printed overlay shingle (substitute for Architect 80) Fast seal shingle. Improved low temperature performance of F-G shingles.	Competitive awareness testing for sales.
GRANULES	Improved coloring process study		Conversion to 3M colors (high temperature).
GLASS MAT	Evaluate reworked glass or mineral fiber as a filler in mat.	Glass ply sheet mat to meet ASTM 2178, Type IV.	Provide FK mat plant with technical service as needed in process and quality control.
ASPHALT	Determine maximum filler level consistent with good shingle performance at each plant.	Find suitable substitute for asphalt to use on glass mat with granules to make a shingle.	
ORGANIC FELT	Evaluate replacing defibrated wood with wood flour, glass fiber and/or mineral fiber on DSPM#1.		
ROOFING CEMENTS		Replace asbestos in our line to reduce Bird & Son's exposure.	
BUILT-UP ROOFING		Evaluate Jyker Systems	

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RESEARCH & DEVELOPMENT SUMMARY

BUSINESS UNIT Product Development

DATE 11/10/82

PROJECT	RISK	PROFIT	TOTAL COST	WORK STAGE & COST					GOALS AND STRATEGY OUTLINE	PRIORITY
				W	CURRENT YEAR	W	PLAY YR 1	W		
<u>ASPHALT</u> Filler Level vs. Shingle Performance Substitute for Asphalt	M	H	\$21,500	-	-	D	\$21,500		Determine maximum filler level consistent with good shingle performance at each production plant.	L
	H	M	\$6,700	-	-	F	\$6,700		Find a suitable plastic binder that can be used in place of asphalt on glass mat to hold granules and make a shingle with performance equal to or better than present F-G shingles.	L
<u>ORGANIC FELT</u> Replace Defibrated Wood on D\$PM#1	M	H	-	-	-	F	\$6,000		Determine if wood flour alone or with fiber glass can replace defibrated wood in 25# and 50# Felt thereby eliminating power consumption in chipping department.	H
	L	L	\$5,000	-	-	D/I	\$5,000		Reduce exposure to asbestos by replacing with a plastic fiber - Pulpex.	M
<u>ROOFING CEMENT</u> Replace Asbestos										

• LOW MEDIUM HIGH

WSC (WORK STAGE CODE) E = EXPLORATORY, F = FEASIBILITY STUDY, D = DEVELOPMENT, I = INTRODUCTION

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MANAGEMENT ACTION PROGRAMS

BUSINESS UNIT/FUNCTION Product Development
DIVISION/DEPARTMENT _____PREPARED OR UPDATED AS OF 11/10/82

NO.	DESCRIPTION	INDIVIDUAL (S) RESPONSIBLE	SCHEDULED		PROGRAM IMPACT
			START	COMPLETE	
1.	Replace Asbestos <u>ROOFING CEMENT</u>	V. Roelofs	11/ 1/ 82	6/ 15/ 83	Determine best way to reduce asbestos exposure at Bird Shreveport plant.
1.	<u>BUILT-UP ROOFING</u> Evaluate Jyker Style System as One-Ply	T. McShea	2/ 1/ 83	10/ 15/ 83	Keep abreast of the latest advances in the one-ply market. Test those systems that may make a logical product for Bird to market in the future.

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